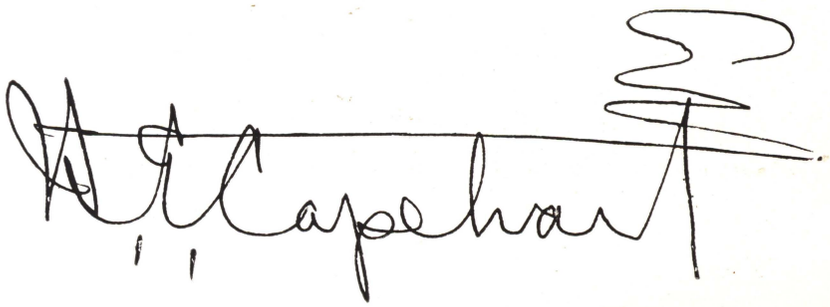
The Coin Machine Review

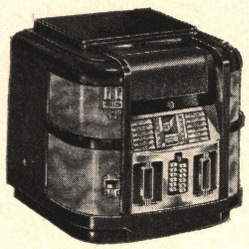
JULY, 1940

PACKARD MANUFACTURING COMPANY, FORT WAYNE, IND., WAS CREATED BY ME FOR THE SOLE PURPOSE OF HELPING MUSIC OPERATORS TO GREATER PROFITS WITH A SERIES OF PRODUCTS ENGINEERED AND DESIGNED TO MEET THE CONDITIONS OF PRESENT-DAY OPERATION.



ROCK-OLA

The Magic Name in Music



The Rock-Ola Junior

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3144 Elliott Avenue
Garfield 0460

SPOKANE
STANDARD SALES COMPANY
177 South Post Street
Maine 4904

DISTRICT MANAGER
GEORGE MURDOCK
Hotel Ritz
Los Angeles California

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July, 1940

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On the Cover:

Yvette Longwood, winner of "Most Perfect Shape" contests at more than a dozen West Coast Beaches, believes in approaching the ocean cautiously. This unusual photo, taken near Santa Monica, California, is by Orville Logan Snider, nationally famous color photographer for Liberty magazine and a score of other national magazines.

The COIN MACHINE REVIEW for July, 1940. Vol. 8, No. 1. Published monthly at 1115 Venice Blvd., Los Angeles, California. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 for 1 year or 3 years for $2.00. 25c per copy.

CHICAGO COIN'S answer to "WE WANT SOMETHING NEW"

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NEW! Type of Bumper!

NEW! 4 Easy Ways to Win!

NEW! Mystery Awards!

NEW! Hi-Score with New 1000-5000 Point Bumpers!

NEW! Kind of Playing Theme!

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Western Distributors, Inc., 3126 Elliott Avenue, Seattle, Washington

Chicago Coin
1725 W. DIVERSEY · CHICAGO

Around the Country

New York—Stewart Merchandisers, Inc., of Manhattan has been granted a charter of incorporation by the New York secretary of state. Dealing in automatic vending machines the company has a capitalization of fifty shares of preferred stock at $1,000 each and 100 shares of common stock of no par value. Incorporators are listed as Fredrick A. Lind, Shirley Robins and Alfred J. Bohlinger.

Leo Willins, David Simon and Albert Simon trading as Remote Controlled Music, Inc., have also been granted a charter. Capital consists of 100 shares of preferred at $1.00 and 2,000 shares of common with no par value. Firm will operate music machines.

St. Louis—Olive Novelty Company is now located in its new location at 2625 Lucas avenue where the organization has more than four times the floor space of their former quarters.

St. Paul—T. H. Crosby, Faribault, Minn., president of the Minnesota Amusement Games Association announced in June the formation of a Public Relations Department to handle all goodwill and legal business affecting the association and the business of its members. Expenses of operating the new Department will be taken care of through the sale of tags to members for affixing on machines. Crosby stated several matters are now pending in the state which seriously threaten the future of amusement machine operations and the new department will be especially helpful in properly guiding helpful legislation through the Minnesota legislature.

Philadelphia—Si, Max and Joe Kaliner have been granted a franchise for nickel movies in Philadelphia. Boys operate a string of drug stores as well as two night clubs. Franchise gives them exclusive distributing and operating rights on Phonovision.

Cincinnati—Interstate Distributing Company, 332 Sycamore Street, has been appointed local distributor for the United States Record Corporation.

New York — Permanent offices of the Phonovision Corporation have been established at 1 East 54th Street in the old Aeolian building. Occupying the second and fourth floors the layout consists of a projection room where operators will be able to view new Phonovision films.

Muncie, Ind.—Fred W. Werts, head of the Werts Novelty Company, has offered his private airport on Road 32 outside of this city to the Government for use during the drive for preparedness. Werts, in addition to heading his own firm, has several other enterprises including one of raising foxes.

Shreveport, La.—The Fowler Music and Record Company has opened at 307 Milam street to handle Victor and Bluebird records formerly distributed by the Baldwin Music Company.

Racine, Wis.—A straw vote taken during the recent Home Show here showed that over 70% of the home owners in the Racine area are in favor of legalized gambling.

Portland, Ore.—Jack R. Moore has purchased a new home in the Westover exclusive residential section of Portland.

Chicago—Pan Confections, specializing in vending machine products, played host to two hundred and fifty employees and their families at their second annual dance held at the Viking Temple in Chicago on June 15.

Cleveland—At a meeting held here June 21 the Ohio Cigarette Venders' Association was formed. About 30 operators of cigarette machines attended. The new Association will be affiliated with the Ohio Tobacco Association. A statewide meeting of cigarette vending machine operators is slated for Columbus on August 14.

Denver — Automatic Devices has just completed the installation of thirty wired music units in Denver. Other studios are being planned for various parts of the city to take care of units being requested by location owners. ◆

Montana Attorney OK's Game Awards

HELENA, Montana—According to an opinion handed down by County Attorney Harold K. Anderson merchandise awards on marble games are legal under the Hickey gambling law passed in 1937.

This law designed to regulate gambling permits games of chance on a trade-check or trade stimulator basis provided awards are in merchandise. Should awards be made in cash games would then be considered gambling devices and not considered legal. ◆

"GREATEST ONE-SHOT ever built," is the verdict of Jack Moore and Johnny Ruggiero, as they inspect Bally's new SANTA ANITA multiple with $45 top reserve and new $10 top silver-dollar award. For complete description, write **BALLY MFG. COMPANY, 2640 Belmont Avenue, Chicago.**

Coinman Honored by N. C. Governor

FAYETTEVILLE, N. C.—R. W. Boling for the past ten years, auditor of The Vending Machine Company, "The World's Largest Coin Machine Distributors," was honored by the Governor of the State of North Carolina, Clyde R. Hoey, at the opening of the Lions Clubs Convention in Raleigh in mid-June.

Boling is well known to all who deal with The Vending Machine Company. Previously he was principal of the public high schools system of North Carolina University, teacher of the young men's Bible Class in the First Baptist Church as well as a prominent Mason.

Boling has proven himself one of the greatest workers in behalf of his state. He is extremely busy at the offices of The Vending Machine Company all day long, as coinmen who have visited here and who are in constant communication with him, know. Therefore, his attaining the Governorship of District 31B for the Lions Clubs is considered an unusually fine achievement.

The entire coin machine industry takes great pride in Boling's accomplishments. His leadership in this great movement for his state is commended by leaders throughout the industry.

According to Joe Calcutt, "We are tremendously proud of the accomplishments of Boling in the field of civic and state activities and believe that his fine work will reflect with high praise upon the coin machine industry. This again proves that the men engaged in the coin machine business are as proud of their communities, their state and their country as any other men in any industry.

"It was a real thrill for all of us here at The Vending Machine Company to see Boling pictured seated next to Governor Clyde R. Hoey of North Carolina in our morning paper. It is this sort of achievement that makes us all proud to be with the coin machine business.

"It has always been a great pleasure to all of us here at Vemco to have our men engaged in public minded activities to help better the general welfare of their communities as well as the entire nation. We feel that this work on the part of our employees, as well as on the part of all those engaged in the coin machine business, is bound to help place the industry in a finer light with the public generally.

"Whatever else the average man engaged in this business can do, he most certainly can look to Roy W. Boling as one man who has helped him with the type of effort which all public spirited men in this industry, are, or should be, accomplishing in their own communities." ◆

Attention . . . . VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
5/8" Ball Gum **PEANUT-SHAPED CHEWING GUM**
3/4" Ball Gum *Will vend in any peanut vending machine also premium ball gum*
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Coin Machine Receipts Buy War Tank

MONTREAL — Little news items that tell much better than do government reports of Ontario's big war effort have been accumulating during the past few days.

Major W. J. LaForest, Sudbury, Ontario, announced that an unnamed operator of coin machines offered to turn over 40 machines with the keys to help the town to buy a tank for use by the Allies. Official figures place the cost of a tank at $12,000. ◆

Phonovision Wins Ops Approval

NEW YORK—The special distributor's demonstration of Phonovision, July 1st to July 10th attracted the country's leading distributors and operators to the offices and showrooms of the Phonovision Corporation of America, 1 East 54th Street, this city.

Executives of the firm are tremendously enthused with the manner in which operators and distributors from all over the country have been calling at their offices to get acquainted and to learn more about the possibilities of Phonovision for operation in their territory.

Frank P. Orsatti, president of the firm, is convinced that the coin machine trade is entering into one of its most progressive eras and that Phonovision opens a tremendous new field for the entire industry. "Operators who have been successful in other divisions of the field and are well acquainted with their communities will find Phonovision the product they have long awaited. There is no doubt anymore of its appeal to the public. This was clearly demonstrated at the world's premiere public showing of Phonovision at Jack Dempsey's Broadway Restaurant where leaders of stage, screen, radio and industry as well as the public accorded it one of the greatest ovations ever received by any new product in history."

Other executives of the firm are also pleased with the manner in which the trade has reacted to Phonovision. Samuel Sax who is in charge of production of Phonovision films and who was formerly producer of Warner Brothers Vitaphone Shorts for the past ten years, stated, "We are making every effort to give the operators and distributors of Phonovision only the leading names in the orchestra world. Our first reel of eight subjects will be outstanding in this regard. We have already signed famous talent and believe that before many more days have passed almost all prominent names in the industry will be under the Phonovision banner."

Action has been speedier than ever at the offices of Phonovision where every day large groups of operators and distributors from all over the country gather to see the demonstrations and to discuss the possibilities of Phonovision in their communities. It is also noticeable that the reaction in every case has been extremely favorable to the machine and that the leaders of the industry regard it as "The biggest event in the history of the coin machine business." ◆

Egg Vendor Placed On Market

POPLAR BLUFF, MO. — The Master Products Company, of which Mike Walker is head, has placed a new vendor for vending eggs on the market.

The new vendor is 28 inches tall, has an aluminum base, weighs only 6 pounds and has an egg capacity of 18 eggs. Extra eggs are left with the location owner who can refill the machine without having access to the cash drawer.

Hard boiled eggs are a favorite in most bars and with eggs now at a new low price a nice profit results from the operation. Locations are paid 25% and on test runs here the machines have averaged sales of 3 to 5 dozen eggs per day. One egg is vended for 5c. ◆

• •

Rygg: Does your wife take to bridge?

Bygg: She takes to it more than she brings home. ◆

• •

Says a postcard from a truth-telling vacationist at an expensive mountain resort: "Having a wonderful time; wish I could afford it." ◆

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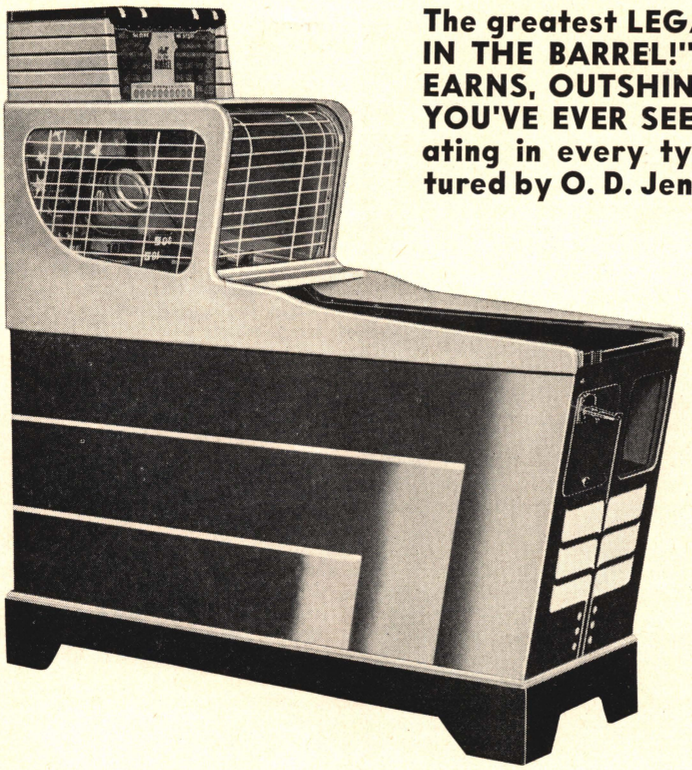

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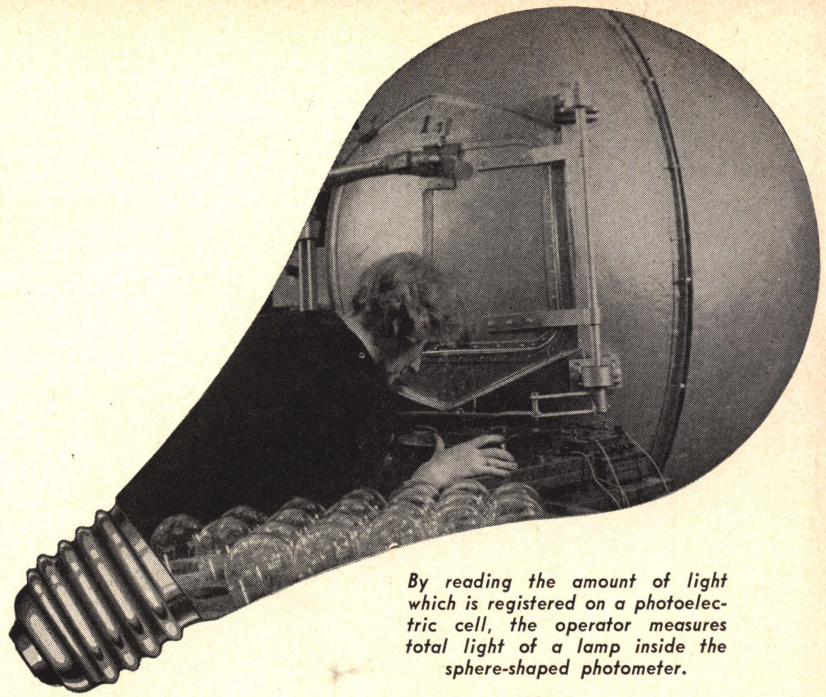
●

WESTERN DISTRIBUTORS
1226 S.W. 16th Avenue
Portland, Ore.

A Half Century of Electric Lamps

A Visit to the famed Westinghouse Lamp Division



By reading the amount of light which is registered on a photoelectric cell, the operator measures total light of a lamp inside the sphere-shaped photometer.

If all the familiar regular-service electric lamps made in the Westinghouse Lamp Division in one average working day could be lighted at once and their rays concentrated into a point source and placed in a suitable parabolic reflector, they would give light enough to be seen by a man on the dark side of the moon.

This one day's production of Westinghouse Mazda lamps—about 430,000 units—would supply a city the size of Tampa, Florida, with lamps for an entire year, would consume 26.000.000 watts of electricity, and in so doing, produce nearly 29,000,000 candlepower of light.

Prodigious as is the daily output of these familiar tungsten filament lamps, it hardly begins to suggest the astonishing array of lamps and electronic tubes produced by Westinghouse. After half a century of experimentation and manufacturing, the more than 100,000,000 lamps made every year for general lighting purposes are now the least spectacular of its products.

Westinghouse manufactures 10,000 different types of lamps and tubes, 6,000 of which are in fairly constant demand. The remainder are continually available for specialized needs. From the laboratories stream an endless procession of radically new lamps and modifications of existing ones. Most recent among these is the Sterilamp, used in sterilizing drinking glasses and utensils, food preservation and meat tenderizing. Another is the penetrating infrared drying lamp, which performs many industrial drying operations in a fraction of the time required by older methods. A third is the water-cooled capillary mercury lamp, which produces light one-fifth as bright as the sun itself, yet is so tiny that it could be hidden inside a fountain pen.

Becoming better known every day are the tubular fluorescent lamps, nearest practical approach to the long-sought "coldlight," and perhaps the greatest step in lamp making since the advent of the drawn-tungsten filament. Among other new creations of the lamp research scientists and engineers are the sodium and mercury-vapor lamps used for airport, highway and industrial illumination.

But these are only a fraction of the lamps and tubes produced. Every year trainloads of photoflood and photoflash lamps, Christmas tree lights, phototubes such as are used in movie theatres to convert the film sound track into audible sounds, radio transmission tubes, radiotherapy tubes, industrial vacuum tubes, and an army of highly specialized lamps used in medicine and science are shipped all over the world.

The Company's first real start in making electric lamps was in 1892, when George Westinghouse signed a contract to light the World's Fair, which was to open the following year in Chicago. Although the Company had made a few incandescent lamps, this project was not only the largest Mr. Westinghouse had undertaken up to that time, but also it was to be the largest installation of the newfangled electric lamps attempted anywhere in the world.

It involved first of all the construction of twelve alternating current generators larger than any previously built. Even more difficult, it involved the manufacture of 250,000 incandescent lamps in a few months. While the Company's Trenton, New Jersey, plant now turns out 300,000 lamps daily, in 1892 there were not that many electric lamps in the entire country, so the production of a quarter of a million units seemed an impossible task.

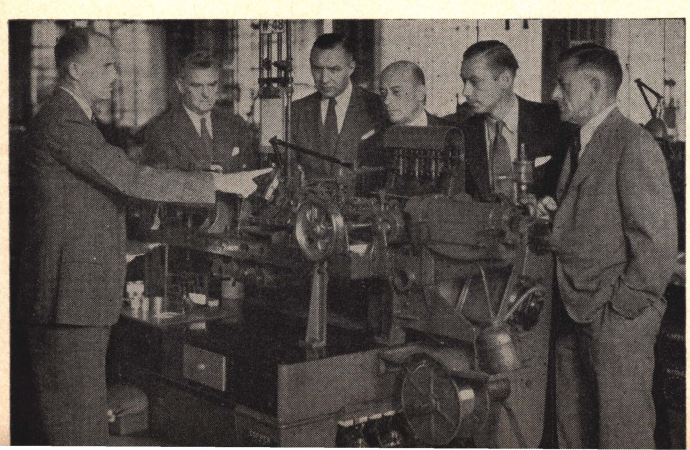
Mr. Westinghouse had two chief problems: first, to design and perfect a different type of lamp which would not infringe on patents then held by others; and second, to go into mass production of a very fragile article in an age when such manufacturing methods were only beginning to be understood. The lamp, evolved in a short time and based on the Westinghouse-owned Sawyer-Mann patents, was known as the "stopper" lamp. It consisted of a glass globe filled at one end by a glass stopper upon which the carbon filament was mounted. The stopper was ground to fit closely into the neck, and was sealed into the bulb, after which the air was exhausted.

In a brief time ingenious machines were devised to produce such lamps in quantities in a section of a small red brick building in Allegheny, Pennsylvania. Packed in straw, these lamps with their delicate filaments were rushed to the Fair in market baskets. The lighting was a brilliant success and one of the most dramatic demonstrations afforded the American public at the turn of the century.

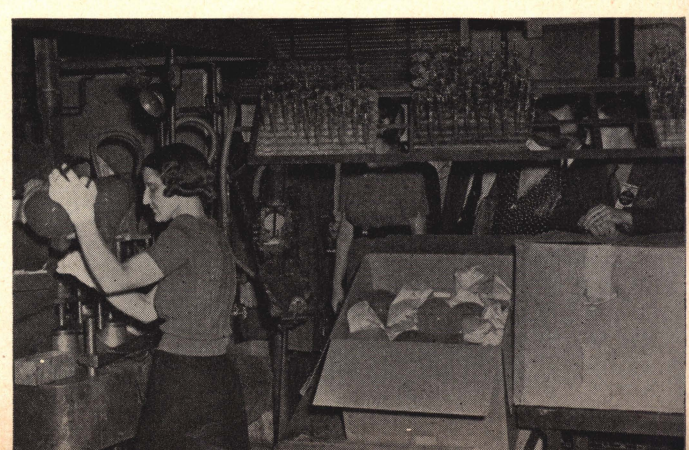
The incandescent lamp in a few years was to change our life and customs. Probably no single invention in the history of the world has had a more profound effect on the habits and daily life of men than that which brought light from a little piece of filament heated to incandescence in a glass tube. Westinghouse produced the lamps, the Fair showed them to the country, and electrification has had a steady upward trend since then.

The stopper lamp of the Fair long since has been superseded by more efficient developments, and now all electric lamps sold for household use in this country are basically of the same type, though there are important differences in quality.

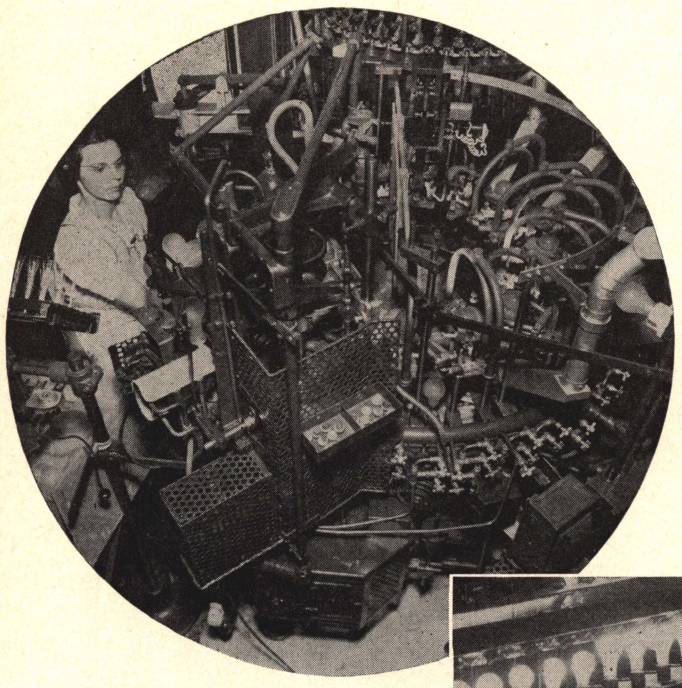
Even though extreme care is exercised in the manufacture and inspection of Westinghouse Mazda lamps, the finished products are not allowed to leave the factory without passing the critical eyes of Mazda Service Inspectors, who are independent of the management of the factory and who subject each package to their sampling and inspection.

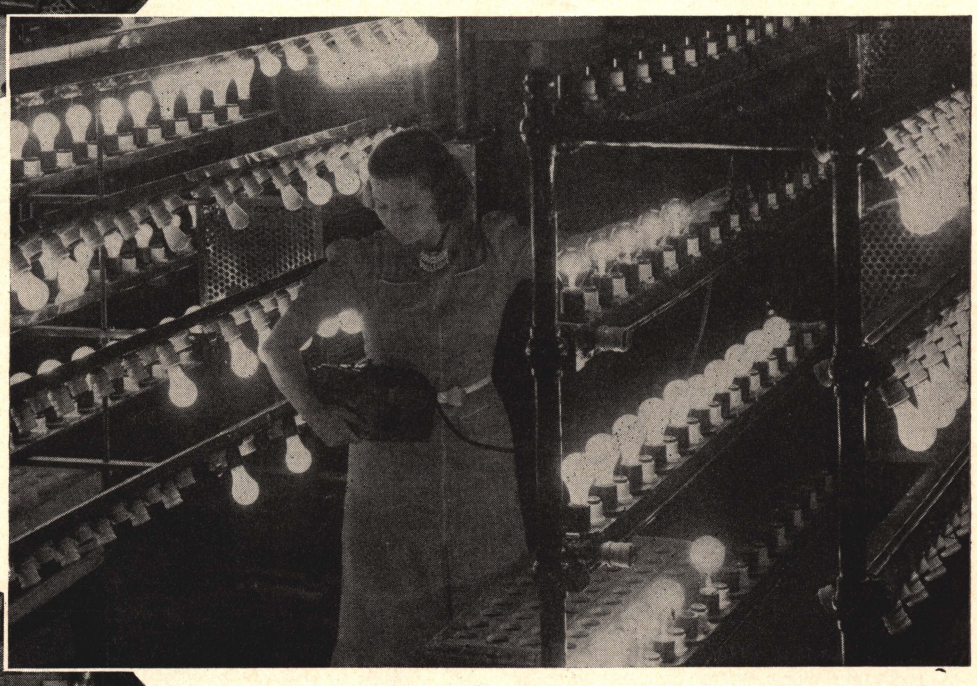


LEFT: C. V. Iredell, in left of picture, Wire Products Division Superintendent, and staff members look at a dumet welder capable of 200 welds a minute.



RIGHT: Miss Esther Mantze operates a machine which seals in the 1500-watt Mazda lamps.





(Above) Miss Anna Berta operates a Sealex machine, which exhausts air from the lamp bulb, flushes it with pure nitrogen, fills it with an inert gas, seals it, and stamps on wattage and voltage numbers. The machine can handle 9,000 lamps in eight hours.

(Right) On the seasoning rack, lamps are subjected to voltages higher than those specified, to insure against development of possible defects during normal use. Miss Marilyn Magee is checking the voltages on the test rack.

(Below) That newshawks may snap the day's news, these operators fill glass bulbs with thin sheets of aluminum foil to enable the photoflash lamp to live a brief, hundredth-of-a-second life.

The Lamp Division's life-test department is a veritable chamber of horrors for the lamp. Representative samples are burned at overvoltage and bounced, shaken and thumped mechanically. Traveling inspectors constantly check the quality of lamps in warehouses after they have been shipped. Still Westinghouse is not satisfied. Performance records of thousands of lamps in actual service are regularly checked.

All these things have only one purpose—to insure the lamp user the utmost in quality and efficiency. The Circle W and the word Mazda on a lamp stand as symbols of the best that modern science and engineering can produce.

In addition to the main plant at Bloomfield, where all special lamps, and tubes are made and experimental work is carried on, the Lamp Division has two other plants in New Jersey. Brass lamp bases and radio-tube gases—more than 1,000,000 a day—are made at Belleville: The great bulk of the standard household lamps (15 to 100 watts, and known to the Division as "bread and butter lamps") are made in Trenton. More than 2,900 people are employed in these three plants. Combined, the plants would occupy 23 acres of floor space.

Many processes of lamp manufacture require delicate adjustments and infinite patience: Here, an operator gazes intently at large projected images of hair-like tungsten filament wires, inspecting them for roundness and measuring deviations in hundred-thousandths of an inch; there, rows of assemblers mount the little wisps of metal on glass stems, constantly checking their work and deftly adjusting the filaments with fine tweezers. Since women perform such tasks more dexterously and patiently than men, about half of the lamp-manufacturing employes are women.

The most complicated and important element in the lamp is the simple-appearing filament of tungsten wire, sometimes as small as one tenth of the diameter of a human hair. Tungsten filament for Westinghouse Mazda lamps not only must be exact in diameter and roundness but also must have a certain crystal structure. About 20 inches long before coiling, the filament is only five-eighths of an inch in length when coiled and recoiled and mounted in the familiar 60-watt lamp. Ordinary tungsten filament wire has a tensile strength greater than that of the highest grade of steel, and in the finest sizes, such as used in the three-watt lamp, costs about $20,000 a pound to manufacture, although tungsten itself is not a precious metal.

The high melting point of the metal—about 6,080 degrees Fahrenheit, or more than half the surface temperature of the sun—prohibits melting it in crucibles, because there is no metal crucible material having a higher melting point. And because of its peculiar crystalline structure, it cannot be drawn like other metals; hence, rather devious methods are used to transform the raw ore into pure metallic tungsten.

Wolframite, or tungsten ore, is first analyzed for composition and impurities. Next it is treated chemically to extract pure tungstic oxide, a substance resembling sulphur in appearance. Following these treatments the tungstic oxide is filtered and dried in ovens. The resultant powder is ground and sifted, and certain chemicals are added which, after molding and heating, will result in the desired crystalline structure in the final lamp filament. Then

the substance is heated in an atmosphere of hydrogen to extract the oxygen. This phase of the process is most important, and all of the operations are controlled rigidly.

After a thorough mixing, the now-pure tungsten powder is placed in molds and subjected to a pressure of 40,000 pounds per square inch, forming soft, fragile bars which are heated to incandescence by an electric current and become hard, homogeneous metal. The next step in making filaments consists of swaging or hammering the bars after they have been heated in an electric furnace in an atmosphere of hydrogen. As the swaging is continued, the bar changes into a rod which gradually diminishes in diameter, and when it has reached a diameter of about one-sixteenth inch, it has attained sufficient tensile strength to be pulled through wire-drawing dies.

Initially the drawing is through metal dies, but after the wire is reduced to a diameter of about a hundredth of an inch, diamond dies are substituted. The diameter of the hole in a diamond die is determined by drawing a length of wire through it, then weighing the wire. For such measurements a torsion balance, accurate to within one quarter-billionth of a pound, is used.

After drawing, the wire is machine-wound into almost invisible coils, some of which have more than 2,100 turns per inch. Recently coils themselves have been wound, like solid wire, into further coils to produce the most efficient incandescent element yet devised: the coiled-coil filament. Some of these coiled coils are so minute that operators can inspect them only by watching their vastly enlarged images projected on a screen.

The mounting of the filament on the glass stem, the sealing of this stem in the bulb, the removal of air and filling of the bulb with proper gases and the cementing on of the bases are now accomplished almost automatically by a series of machines. Some of these play gas fumes about the base, solder the lead wires, and trim off the excess glass, giving the lamp its familiar shape.

The life of a familiar general-lighting Westinghouse Mazda lamp is 750 or 1,000 hours. In the past 10 years Westinghouse engineers have increased the light output of the average 60-watt lamps from 690 to 834 lumens, which together with reduced lamp prices means that the same amount of light that cost the consumer a dollar 10 years ago now costs only about 82 cents. Actually, the figure is even less due to reductions effected in the cost of power.

The new fluorescent lamp, a slender, tubular streamlined light source, first used in major installations at the New York World's Fair in 1939, is expected to play a major role in illuminating the real "World of Tomorrow."

The daylight fluorescent Mazda lamp yields the most economical and efficient approximation of true daylight color yet found, hence it is finding wide acceptance for numerous commercial and industrial and certain home illumination uses. In the 48-inch, 40-watt size, the daylight fluorescent is almost three times as efficient—40 lumens per watt for the lamp alone—as the familiar 60-watt incandescent filament lamp.

Still higher in efficiency—50 lumens per watt in the 40-watt size—is the white fluorescent, which serves a variety of important illuminating purposes where the daylight color is not essential. Most efficient of all practical present-day light sources is the green fluorescent lamp, yielding 75 lumens per watt in the 30-watt size.

Because it produces very little radiant heat energy, the fluorescent lamp is in wide demand for applications where the heat produced by other sources is undesirable.

Among the specialized devices produced by the lamp Division are some $400,000 worth of X-ray tubes a year, a quantity of radiotherapy tubes used in producing artificial "fever" in the treatment of certain diseases, and radio transmitting tubes.

Other important items are phototubes, used in movie houses all over the country to translate the microscopic markings on film sound track into audible sound, speech and music. Another type of photocell operates the Safe-T-Ray used on Westinghouse elevators to prevent injury to passengers from rapidly closing doors. Other devices less well known, but no less commercially important, are thyraton and ignitron tubes used as valves in the control of electrical apparatus. ◆

INTERNATIONAL FORWARDING COMPANY
FOREIGN AND DOMESTIC FREIGHT FORWARDERS
Daily Consolidated Cars to
All points in California, Idaho, Nevada, Utah, Oregon and Washington
with
Specialized service on shipments of coin-operated games and phonographs.
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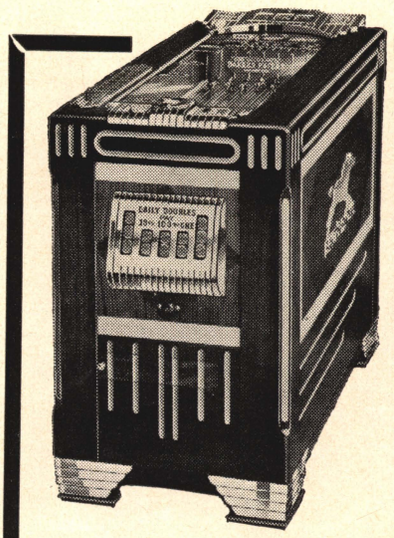

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Aristocrat of Consoles!
A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!
7-Coin Play! Equipped with Flashing Odds.
Buy With Confidence
Own With Pride
The BAKER NOVELTY CO., INC.
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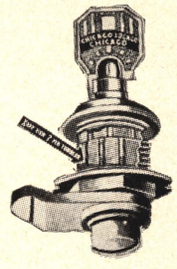
Assures Protection Otherwise Impossible



The Chicago "ACE" Lock
Radically different 7-pin tumbler construction. All 7 tumblers must be engaged to open lock. One of the most secure locks ever built. Can be keyed alike. Enjoy *"UTMOST Security — LOWEST Cost"* with the famous Chicago "Ace" Lock.
CHICAGO LOCK CO.
2024 N. RACINE AVE., Dept. 97, CHICAGO

3 NEW ONES

CIGARETTE BAR
Miniature regulation bar made of plastic with brass rail. Top hinged and compartments inside for three packs of cigarettes. Two brass cuspidors for ashes and matches complete the set. Postpaid
$1.00

GRANDMOTHER'S CASTOR
Miniature reproduction in brass of old castor with three hand blown bottles and glass funnel. Stopper type bottles filled with perfume — Spice, Apple Blossom and Gardenia. Very unique. Postpaid
$1.00

PURSE PENCILS
Sterling silver purse pencil three inches long with small ring in end. Propels and expels. In cloth padded presentation case with sterling identification. Looks easily $2.95. Postpaid and guaranteed at only
69c

LITTLE GIFT SHOP, 1115 Venice Boulevard, Los Angeles, California

Philadelphia

REPUBLICANS LEAVE PLENTY COIN . . JOBBERS MOVE . . FOSTER BUILDS BIG ARCADE SET-UP . . . STORK VISITS PASADENA NOVELTY . . . ROYALISTS TO RECORD

By Harry Bortnick

PHILADELPHIA, (RC)—With the Republican National Convention in town during the latter part of June local operators reaped a fine harvest of nickels. The Republican delegates were supposed to be busy nominating their executive candidates but plenty of them took time off to play pinball machines. As a result collections leaped and many operators were again grinning happily, for the first time in several months.

With music machine operators it was another story. Collections slumped off quite badly, operators report, but no tangible reason can be found. However many operators are interested in the newly introduced cinema-phonographs. Tremendous interest in these new devices has been evidenced by all local tradesmen and they are assured of a fine reception once placed upon the local market. So far nothing definite is known about any of this equipment — even distribution being uncertain yet.

Harry Bortnick

The High Point Amusement Company, headed by Maurice Finkel, will be housed in more elegant quarters than their present modern offices after July 15. The new structure is located directly across the street at the southeast corner of 20th and Market Streets, and it will be several times larger than the present store. Major reason for the removal is the more commodious space afforded by the new place, which was formerly occupied by International Coin Machine Company. That company really modernized the place. The same efficient office and sales staff will handle the business at High-Point's new place. Best wishes for greatest success and mazel are offered to Maurice Finkel and his charming wife.

Another removal to be effected during the month of July will concern the Blackhawk Distributing Company, headed by "Chuck" and Al Edelsohn. They will move to new and more centrally located quarters in the 700 North Broad Street district. This sector is now really a coin-machine center for it houses all except two prominent distributors in the Philadelphia territory. The only two exceptions are K-C Vending and Lehigh Specialty. Even Al Rodstein's new ARCO venture is only a few strides from the Broad street section, being located on Spring Garden Street near Broad, while Sam Stern's Keystone Company is on the opposite side of Broad street but also on Spring Garden Street near the remainder of the distributors.

The K-C Vending Company recently became local distributor for the Anti-Aircraft Sky Fighter by International Mutoscope and has models of these machines in stock. They are now also stocking Jennings new Modern three play slot, which was ruled legal by the higher courts of Pennsylvania.

The Central Novelty Company moved from their previous quarters at 439 Market Street to new offices and store location at 604 Market Street.

Operator Charles Baker has placed candy and cigarette machines in all local police stations, thus considerably increasing his operations which are now among the most important in the East.

The regular quarterly meeting of the different chapters of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey will be held at the Philadelphia headquarters of the organization during July. Representatives from the Wilkes-Barre and Harrisburg, Pennsylvania as well as the Newark, N. J., chapters will be present at this conclave at which mutual problems and Association matters are discussed.

The local office of the Phonograph Operators' Association, with business manager Frank Hammond in charge, established contact with the recently reorganized Detroit, Mich. Music Association and the new Florida Music Organization for a friendly exchange of ideas and methods used to keep business on a high plane of operation.

Through the effort of coin machine business organizations the recently enacted Atlantic City tax on machines was reduced from a proposed figure of $50 to the enacted rate of $30. This reduction meant a considerable saving to all operators in that area, who found their Associations' paying dividends.

One of the more modern and intelligent penny arcade operators is Andy Foster, who has a concession in the popular Willow-Grove Amusement Park. Andy has a vast number of regular penny machines but he cleverly put his obsolete pinball machines to use by installing them in the arcade with penny slots. These pinball machines are among the most profitable machines in his arcade, Andy said. He induced greater play on the machines by offering ticket-prizes for high scoring on the machines.

In addition to his penny arcade, where Andy has some of the most modern equipment such as a shooting gallery and bowling game on nickel slots, Andy has another concession where he operates the Chicken Sam shooting game of Seeburg. Andy has also considerably increased his pin-ball route until he is one of the largest and best established operators in the city. Congratulations on your quick growth, Andy.

We ran into three phonograph salesmen in one day and all three reported fine sales.

— TURN PAGE —

HOME RUN

The New Outstanding Ball-Gum Vendor, With a Fascinating Amusement Feature. (It's Legal Everywhere.)

HOME RUN has a brand new and very clever batting arrangement that is operated by a trigger which bats the balls through the air.

Player receives a ball of gum every time a penny is inserted, except when a home run is made; then the home run ball is displayed just below, in a separate pocket. The ball is released and falls into cash box for a record.

HOME RUN is operated with 180 count ball gum. Striped balls are used in home run the same as in ordinary ball-gum vendors.

HOME RUN vendors have been on location for several weeks and have proven to be very successful; their average earning power has exceeded that of many outstanding amusement games.

HOME RUN will be a VENDOR that will stay on location permanently because it offers the same appeal as ordinary ball-gum vendors, plus its beauty, attractive design, UNIQUE AMUSEMENT FEATURE and the extra award for skill. Don't delay, try Home Run today — IT'S A HIT!

SPECIAL

Introductory Offer

Sample Home Run

and Approx. 5,000 Balls of Gum (sufficient for $50.00 play), ALL FOR

$24.50

SIZE 11"-21"-15"

Home Run Without Ball Gum in Lots of 10 or more. Each.....$19.50

ALL ORDERS REQUIRE ONE-THIRD CASH, BALANCE C. O. D.

VICTOR VENDING CORP.

5711 GRAND AVE. CHICAGO, ILL.

First we met Elwood Hays, phonograph operator contact salesman for Decca records. Then we met Ed Heller, Columbia record operator salesman, and finally Nelson Verbit, handling similar duties for Victor and Bluebird records. All were enthused about business of their respective discs.

Ed Heller claimed a special distinction for his orchestra the Royalists, soon to go on recordings, since the manager, press agent and leader are all employed by the Motor Parts Company, local Columbia record distributor.

An excellent delegation from the phonograph operating industry was present at the Green Valley Country Club dance held on June 15th with Rex Alexander and his Royalists orchestra providing terpchoria-numbers. "Chickie" Finkel, daughter of an operator, had a number dedicated especially to her as the most charming girl present while Jack Rosen, son of Raymond Rosen, local Victor distributor, was also a guest.

Morris Sherman, executive of the Mutual Music Company, is eagerly anticipating a blessed event.

Both Harry Mendelsohn and Max Brown, of Pasadena Novelty Company, became fathers within two days of each other. Harry's wife provided him with a seven pound son named Philip Edward while the stork brought Max Brown a six pound girl who was promptly named Shiela Dale Brown. The babes were born in adjoining rooms and are first cousins.

Molly Jacobs, efficient bookkeeper of the Pasadena Novelty Company, will change her name to Mrs. Donald J. Pressman on September 15. ◆

Reynolds Hails Liberty Bell

CHICAGO — Earl Reynolds, Groetchen distributor for northern Texas, spent some little time in Chicago the middle of June conferring with Richard Groetchen and Karl Klein on distributing plans for their new Liberty Token Payout Bell.

Groetchen had considered this game important enough to invite Earl and other key distributors to come to Chicago to view the first Liberty games rolling off the assembly lines.

"What surprises me," said Earl, "is the phenomenal growth of the Groetchen factory during recent years. There are shining rows of precision machine tools, manned by skilled mechanics busily machining complicated castings; giant punch presses pound and stamp metal parts, batteries of drill presses are working away at top speed; and there is the incessant flash of spotwelders joining together metal pieces. Several floors, with daylight streaming through hundreds of windows, are devoted to assembly operations. When seeing this stream of counter games and bells, one is wondering where they are all going to be used, but I can well understand their great popularity from the business we have enjoyed in Texas on Groetchen's Imp. And the new Liberty Token Payout Bell should be an even bigger seller, because it contains a raft of money-making features which every operators needs and appreciates." ◆

• •

Mrs. Smith: "What does your husband like best for breakfast?"

Mrs. Jones: "Oh, anything I don't happen to have in the house." ◆

• •

"Did you learn any Spanish in Mexico?"

"No, but I picked up a little Cuban one night in Havana." ◆

RING THE BELLS FROM COAST TO COAST
WELCOME AMERICA'S LATEST PROFIT SENSATION:

LIBERTY TOKEN PAYOUT BELL

A new Counter bell with the familiar cherry fruit reels, paying out automatically FREE PLAY tokens on all customary combinations.

The kind of counter bell you have always hoped for, giving you tremendous profits on all locations, completely safeguarded by the certified token payout system, originated and perfected by Groetchen Master Craftsmen.

Available in straight Penny and straight Nickel Play.

NEW UNIVERSAL COIN CHUTE, changeable from 5c to 1c. The only kind which is cheatproof against all known methods.

LARGE BAKELITE HANDLE gives feather-touch ease of operation.

LARGEST CASH BOX CAPACITY, cash separated from mechanism.

PRECISION MECHANISM, clock-controlled, equipped with safety lock on payout device original with Groetchen.

PAYOUT TYPE OR CONCEALED PAYOUT.

LATEST STYLE TWO-TONE HAMMERLOID FINISH, attention getting colors.

FULLY GUARANTEED AND BACKED by the famous Groetchen organization, largest builders of counter games in the world.

See your nearest Jobber for immediate delivery on Liberty.

GROETCHEN TOOL CO.

124 N. Union Street **Chicago, Illinois**

SCARBACK

A Renegade Swordfish that lived to avenge an old wrong

A REVIEW SPECIAL "OUTSIDE THE INDUSTRY" FEATURE

By J. Charles Davis II

Author's Note: **This story was told to me as being a true account of the life and battles of a mighty Swordfish. I cannot vouch for the absolute truth of all herein, but, from a knowledge gained in many years of study of these fish, I will say that it could have happened.**

I believe that the history of Scarback is a composite picture of the Swordfish family and as such of some interest to all who love the sea and its mysteries.

We were moving slowly along off the coast of Lower California which is in Mexico and just below the International Line.

Jose Rodriguez was at the tiller of the little boat, making a tour of his lobster traps, and I was along for the ride. We were not fishing, it being pretty early in the season, but the sun was warm and pleasant; an ideal day to loaf and dream. Jose had done fairly well so far and several sacks of lobsters lay in the hold. He contentedly smoked one cigarette after another and we talked, as fishermen will, of this and that. Out beyond us the islands of Todos Santos lay green in the sun; behind us the beautiful bay of Ensenada. Overhead gulls circled expectantly, and here and there a pelican dived into a school of bait.

Some distance away a sickle fin cut the surface and moved majestically along. I pointed it out to Jose who swore softly in Spanish. "Espada", he grunted, which means "Swordfish", and is used by the Mexican to designate the only true Swordfish, the Broadbill. The Marlin is not a Swordfish at all, but a Spearfish, and belongs to an altogether different family. Jose shoved the tiller a bit more to port and away from the monarch of the deep. I grinned for I knew the respect the market fishermen had for these gladiators. As a matter of fact, it is not so many years since the boat operators of our own Catalina ran away from these fish, which are now eagerly sought by anglers the world over.

"What's the matter, Jose? Don't you like the Broadbill?"

Jose spat overside and indulged in further picturesque profanity.

"Senor, if you had ever met Scarback you too, would not like the fish you call the Broadbill. You like maybe I tell you about heem . . . no?"

Without waiting for my assent he launched into the story, which I give you in as nearly his own words as possible.

"About ten years ago it was. We were fishing for the market. In those days I had a spear boat. What you call the harpoon boat. We made a good enough living with the turtles, plenty of Tiburon (sharks) and now and then an Espada. It was a hard life and plenty dangerous, but I was younger then . . .

"We were off those very islands," he gesticulated towards Todos Santos, "and had done pretty well when the engine on the Esmeralda (she was my boat) break down. I am down below fixing heem up when Manuel, who fish with me, yell for me to come on deck. There was a great fish swimming by. 'Scarback!' he shouted, and you can be sure I rush on deck for who has not heard of Scarback?

"He was a swordfish and a mighty one. Many were the stories of his strength and plenty fishermen have come off second best in fights with that one. That was how he got his name. A fisherman had harpooned him and fought him many hours when the harpoon tore out leaving a great, jagged scar on his back. Every year we saw him as he came up the coast from Guadalupe but no one ever caught him. I think, mebby so, many were afraid of Scarback. It is very well for you to smile . . . but wait.

"I got a good look at the fish. Truly he was a monster and would weigh better than a thousand pounds and at the market price of swordfish in those days he would make us much money. He swim slowly along, afraid of nothing, that one, and I climbed up to the lookout where I could look down and see him well.

"Oh, but he was big, that one. Broad across the back; thick and powerful. Built for speed and power like a destroyer, with a long wicked sword sticking out of his head and two big ugly eyes which gleamed up at me with as mean a look as I ever saw.

"Right then I make up my mind I would take that fish. The engine she was almost fixed so I yell at Manuel to get the line coiled and go out on the pulpit with the spear an' I work like mad on that engine. Pretty soon she cough a couple times, then work swell so I go up an' take the wheel.

"Out ahead I see the big fin weaving along as unconcerned as you please. That fish he know his power and not afraid which is more than I can say for poor Manuel. Mebby Manuel know something for he no want to tackle that fish, but I cuss heem out for being afraid an' tell heem to come an' take the wheel an' I will stick Scarback. I was not afraid; you see I was very brave . . . an' big damn fool.

"Manuel he just look at me kinda funny an' tell me go ahead an' do a good job of handling the boat an' he stick heem all right. But somehow I don't like that look in Manuel's eyes. Well, Senor, I put the Esmeralda right over that fish as pretty as you please. You know there is a trick in harpooning Swordfish. You must come up behind them just so: the shadow of a mast or pulpit cannot fall where he will see it or he will be away like a flash. The eyes of the swordfish are funny, he cannot see behind or very far to one side but mostly just ahead. Mebby you notice when you fish for heem and drag a bait in front of heem. That is hard to do, no? He keeps turning his big head so all the time so he can see your boat.

"Well, I slide right up behind heem pretty as you could ask. The Esmeralda she was a good boat and handle nice. The engine she no make much noise so everything is, how you say it, Okey Doke? We get right over that fish and Manuel cross heemself quick like, then he throw that spear and he sock that fish perfectementia: in just the right spot, high on the shoulder and ahead of where that scar was.

"Well, Senor, when he feel that harpoon, all hell she break loose. He give one grand flirt of the tail dousing Manuel with the water an' he dive for the bottom of the ocean. The line, which is coiled in a tub so it will run out free, she hiss through the water like lightning and pretty soon it come to the end an' over goes the barrel we use to fight these fish. You see the fish he go down an' down, an' all the time that barrel which is full of air it bother heem an' keep pulling an' pretty soon when he get tired he come up an' the barrel she float an' we find heem again.

"That barrel she come up an' she go down. I think, Por Dias, that fish he never get tired but bymeby the barrel she stay up longer an' longer an' we put over the skiff an' Manuel he take the oars an' row over an' pick up the barrel an' begin to haul on the rope. That make Scarback plenty mad an' away he go like shot out of gun but Manuel he was good swordfisherman an' he had made the line fast to the skiff so he could hold the fish but let go if the boat get in too much trouble.

"I wish, Senor, that you have see that fight. Scarback he rush through the water dragging Manuel an' the skiff like a kid pull a kite. The skiff she throw spray in beeg wave either side an' Manuel he stand there in the bow holding the rope an' he make gran' sight. I am sorry then for what I say about he being afraid. Manuel he have plenty of, how you say it, guts?

"This go on for hours an' it begin to look like that fish she never die. Manuel he haul in line an' the fish she take heem out again. I wonder how even Manuel can stand that punishment but pretty soon the fish she begin to tire an' Manuel can keep the line he has an' even get a little more now an' then, so I see it is time to put the Esmeralda close by to help in the kill.

"Generally the swordfish she die fighting the rope an' when you drag heem up there is no trouble for the swordfish have the great heart an' never quit but sometimes right at this time there is trouble an' you better be on the lookout if you want to come back with the whole skin.

"Well, Senor, this was one such a time. I am just putting the bow of the Esmeralda close to the skiff when suddenly the line go slack and Manuel, who had been pulling hard like everything, fall over backward into the skiff. I swear I can tell you for I think the spear she had pull out of the fish. I wish that was so.

"Then before I can do a thing, that devil come up under the skiff and ram his sword right through the bottom. I could see the sword sticking out clear above the gunwale. I never knew but I think the sword must have got Manuel too for I hear heem scream "Madre de Dios" then there is a terrible sound of breaking wood, a great splashing, an' the skiff she is all floating around in little pieces an' the water is all red with blood, Manuel's blood, an' there is no skiff, no Manuel, no fish, no nothing.

"I am leaning over the side trying to see if mebbe I can not find Manuel and drag heem aboard; mebby he is not dead, but just hurt an' mebby if he is dead I can get the body an' take it back so the good Padres can bury heem in Holy ground, but I can see nothing. Then from down deep I see heem coming, an', Senor, my hair she stand straight up on my head, I can tell you. I was afraid an' I am not ashamed to say so. Only ashamed that I say Manuel he afraid.

"That Scarback is coming right at the Esmeralda like a torpedo from one of your big warships. He has got away from that harpoon some way; perhaps when he kill Manuel an' smash the skiff, for there is no rope dragging but only a stream of blood behind heem where the spear she pull out.

TURN PAGE

It all happen so fast I cannot even reach the wheel before he hit.

"The force of that blow was terrible; it knocked me flat an' I thought for a moment that the Esmeralda would turn over but she only stagger an' wallow an' there is a terrible threshing around where Scarback has driven his big sword right through the planking below the water line. Then a plank goes an' there is a hole big enough for one's body to go through in the poor old Esmeralda an' the water she pours in fast.

"We are close to Todos Santos an' I manage to get into shallow water before the Esmeralda fills an' sinks. I swim the rest of the way an' put up with a lobster fisherman on the islands until a boat comes to bring heem supplies an' it takes me off.

"Manuel, he lose his life; me, I lose my boat, my fishing gear, everything.

"Do you wonder, Senor, that I keep away from the Espada?" ◆

Moves to New 42nd Street Quarters

NEW YORK—The Cameo Vending Service has moved to new and finer quarters at 402 West 42nd Street in New York City.

Cameo handles a complete line of vending machines and supplies of all types and specializes in selling established routes to operators. ◆

6 RIOTS

Six new arrivals that will put your friends on their well known ear. Clever, clean, and positively riotous. You can have a mess of fun with these gags.

★

1. SAFETY FIRST WINDSHIELD. Protect your dog from cold noses and wintry blasts. A definite wow for any pet owner. Handsomely boxed. 3 for 50c or 19c each.

★

2. FOR THE FASTIDIOUS GENTLEMAN. Cover is cut out in center to show part of a necktie but there isn't a necktie inside. Guaranteed washable. 3 for 50c or 19c each.

★

3. SURE CURE FOR HANGOVER FEELING. Attractive box. When opened it is found to contain a brassiere. 3 for 50c or 19c each.

★

4. NEW SHAVING KIT. "What Every Man Wants." No brush, no lather, no electricity, instead . . . ! Neatly boxed and a peck of fun. 3 for 65c or 25c each.

★

5. AMERICAN HAIRLESS DOG. An overnight sensation. Positively one of the greatest novelties ever introduced. An appropriately labeled shipping case made of wood holds the "dog" which stands erect when cover is open. 3 for 65c or 25c each.

★

6. SOCIAL SECURITY. Colorful self-mailing folder. Looks like a real social security card holder. Contains a pair of miniature panties with a padlock attached. 1½c postage anywhere in U. S. 4 for 50c or 15c each.

★

TRIAL ASSORTMENT: One of each of the above, prepaid to one address....$1

★

LITTLE GIFT SHOP

1115 Venice Blvd.

LOS ANGELES, CALIF.

Bally Holds Summer Show

CHICAGO—As distributors from all sections of the country boarded trains and planes for home, after a four-day convention at the Bally Mfg. company factory, Ray Moloney, Bally president, revealed that his company has geared up for intense activity throughout the summer.

"Whoever thinks we are due for a so-called summer lull," Moloney said, "should have seen the enthusiasm of Bally distributors who spent June 26-29 looking over the new Bally line. And that enthusiasm was expressed, not only in words, but in a tremendous volume of orders.

"Bally's Mid-Summer Show, by the way, was probably the biggest event of its kind ever held in the amusement machine business. Walls were torn out, and three large offices turned into one huge display hall. This was decorated with flags and pennants, and, then packed with machines. And I use the word "packed" advisedly—because, when we got the complete Bally line into the room, it certainly looked like the Exhibition Hall at the Sherman Hotel.

"First and foremost, there was Bally's Rapid Fire Ray-Gun—with a sub-machine type gun that fires at the rate of 100 shots in 15 seconds, the target being a submarine which dives under water, bobs up again and darts back and forth on a 'high-seas' depth-stage flashing with bursting bombs, cannon and power dives. Distributors were unanimous in hailing Rapid Fire as the greatest skill-gun ever created.

"Other Bally machines in the display included the new 24-selection Bally Wall Box, which aroused exceptional interest; and the Vibro-Pep foot-relief machine. Big volumes of orders were booked on both machines.

"In the novelty field alone, five new machines were shown; Lead-Off with baseball appeal; Limelight with the new 'Hop-Lite' Bumpers; Fleet, featuring a new cannon-fire action; Vacation and Duet.

"Two machines which held crowds twenty hours a day were the Bally Circus free-play bell with mint vendor, and Reel Dice with a 7-selection coin-chute which permits the player to play any combination on a standard dice lay-down.

"Also shown, of course, was Royal Draw the console bell that plays draw poker according to Hoyle and its free-play companion, High-Hand. Payout operators also had an opportunity to see the newest Bally pay-table, Santa Anita, which in addition to the regular 4-multiple payout and $45 top feature also has a special, which awards from $3.00 to $10.00 in silver dollars.

"Maybe I've missed some of the many new Bally hits on display, but I know the distributors didn't miss any. The order books prove that they saw them all—and also proves that every one of the new Bally games is a stand-out hit." ◆

Frequent Wins Spell Game Success

CHICAGO—"A game must be fun to play to be a success," state Groetchen officials in talking about the wonderful reception which has been accorded their Liberty Token Payout Bell.

"When we designed Liberty Bell we set out to give the player a game which would afford him a greater measure of fun and amusement than heretofore, and that of course meant more frequent wins.

"With our system of automatic token payout on winners, combined with a 'mystery award system' it became possible to give the player frequent awards to keep his appetite stimulated, and at the same time achieve a wide range of payouts, ranging from 3, 5, 10, 15, 20 or 50 free plays.

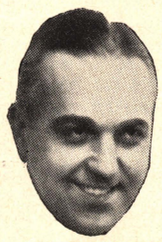
"By fixing the frequency of payouts, yet leaving to the operator the discretion of determining the value of such payouts, players are assured of a full measure of amusement and operators can determine the percentage of awards best suited for their territory and for maximum returns.

"In closed or difficult territories our 'Discreet Model' is finding daily wider application. Award token, on winners, is displayed behind window, from where it is pushed into cash box after storekeeper has made the award, giving the operator a perfect check-up on payouts at collection time." ◆

Northwestern Issues Vending Guide

MORRIS, Ill.—Answering a million and one questions concerning vending machine operations the new booklet "Making Money With A Chain of Bulk Vendors" recently issued by Northwestern Corporation has caught on instantly with operators.

The booklet presents a digest of complete, reliable information, facts and figures together with working information on successfully operating a string of vendors. ◆



Guy Noel says—

Write for Information About POKERINO

A 600 Coupon Game That's Different — Plays Fast — Makes Plenty of Profit — Can be Operated — Everybody Likes It. Try It And You'll See.

SOLE MANUFACTURER OF 100% UNION-MADE GAMES WITH ALLIED UNION LABEL

Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.

WRITE US YOUR REQUIREMENTS

GAY GAMES, INC.

MUNCIE, INDIANA

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50	@ 7c	each	— Total	$ 3.50
100	@ 5c	each	— Total	5.00
250	@ 4c	each	— Total	10.00
500	@ 3½c	each	— Total	17.50

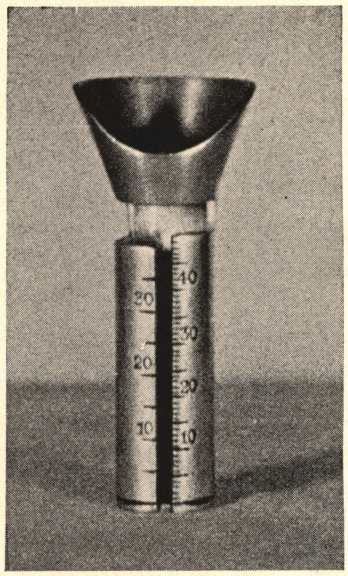
Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.



COMBINATION PENNY - NICKEL

$1.00

●

STRAIGHT PENNY

$1.00

●

STRAIGHT NICKEL

$1.00

●

We pay postage if you send cash with order.

Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN TWO SIZES:

No. 5-R (will hold up to 100 keys)——35c each

No. 10-R (will hold up to 150 keys)——50c each

CASH WITH ORDER—WE PAY THE POSTAGE
Postage Added if sent C. O. D.
(U. S. Postage Stamps Accepted)

FULL SATISFACTION ABSOLUTELY GUARANTEED!

Annoyed by ? ?

SLUGS

Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

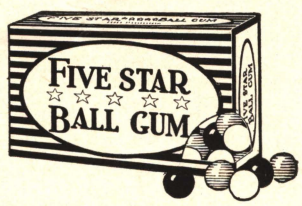
—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors 75c cash with order — postpaid



Ball Gum

$6.00 per carton of 5000 gum balls

Free delivery on orders of two cartons.

Full payment with order

15 COIN MACHINE REVIEW

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere. Prices on Larger Quantities on Application.

Collection Books

50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

CHARMS

DISTINCTIVE — NEW — INEXPENSIVE.

48c per gross in lots of 20 gross. More than 100 different kinds to each assortment — NO STRINGS. SEND 55c in stamps for sample of one full gross—postpaid.

VENDING MACHINES

New and Used Machines of every description and for all purposes. Write us for prices before you buy because we can SAVE YOU MONEY. NEW CATALOGUE OUT IN AUGUST. RESERVE YOUR COPY NOW.

VIKING SPECIALTY COMPANY, Inc.

530 GOLDEN GATE AVENUE **SAN FRANCISCO, CALIFORNIA**

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

OFF THE RECORD

By Paul W. Blackford

● Back in 1934, 1935 and 1936 THE REVIEW staged three successful West Coast Coin Machine Shows in Los Angeles. At that time there was considerable manufacturing in the western states and dozens of exhibitors, who never made the Chicago Show, jumped at the opportunity to show their wares at our Annual Show.

The Coin Machine Industry was growing at a tremendous rate in 1935 and we considered that nothing less than the luxurious and mammoth Ambassador Hotel Auditorium should house the show for that year. Accordingly we made plans to hold the Show there and gave the Hotel management our check for $1,000.00 as payment in full for three days rent of the Auditorium.

When the news reached the big wigs and brass hats in Chicago Claude Kirk appointed himself the "Little Czar" of the industry and started a horror campaign against a successful show on the coast. "Just think," prophesized King Claude, "they are out to make a fortune, promote western manufacturers and put we boys in Chicago out of business. We must not let Blackford proceed with this wild scheme. If he does we must see that he loses heavily and never attempts another show."

A few yelled "Praise Claude" and lended their support to a stifling campaign but despite their every attempt we went ahead with the show, filled the Auditorium with a group of representative exhibits, staged a banquet and entertainment never surpassed in coin machine circles in the West, and went down to the Bank the next day and deposited the profits.

"King Claude" is no longer in the driver's seat in Chicago. Seven years of monthly visits from THE COIN MACHINE REVIEW has convinced the Chicago manufacturers that this publication has no other purpose than to serve this industry fully and adequately.

Now, in 1940, there is another coin machine manufacturing boom on the Pacific Coast. Manufacturers the country over have taken cognizance of it and have sent their best firm members West by plane, train, bus and hitch-hiking to investigate this new spurt of activity and analyze it. The history of the industry shows that more new ideas develop and come out of the West than all of the rest of the country combined.

Therefore why shouldn't this territory have a yearly show? It's a question fully answered as far as western manufacturers are concerned. Dozens of them have approached us asking us to go ahead with a show for November, 1940 and we are seriously considering doing so. We have been assured adequate support from western manufacturers and we know our eastern and middle western manufacturer-friends would be glad to participate.

One has only to examine the yearly registration at the Chicago Show to see that very, very few operators from the 11 western states can attend. It takes too much time and is very costly . . . but a show in their own backyard would win their hearty endorsement and support.

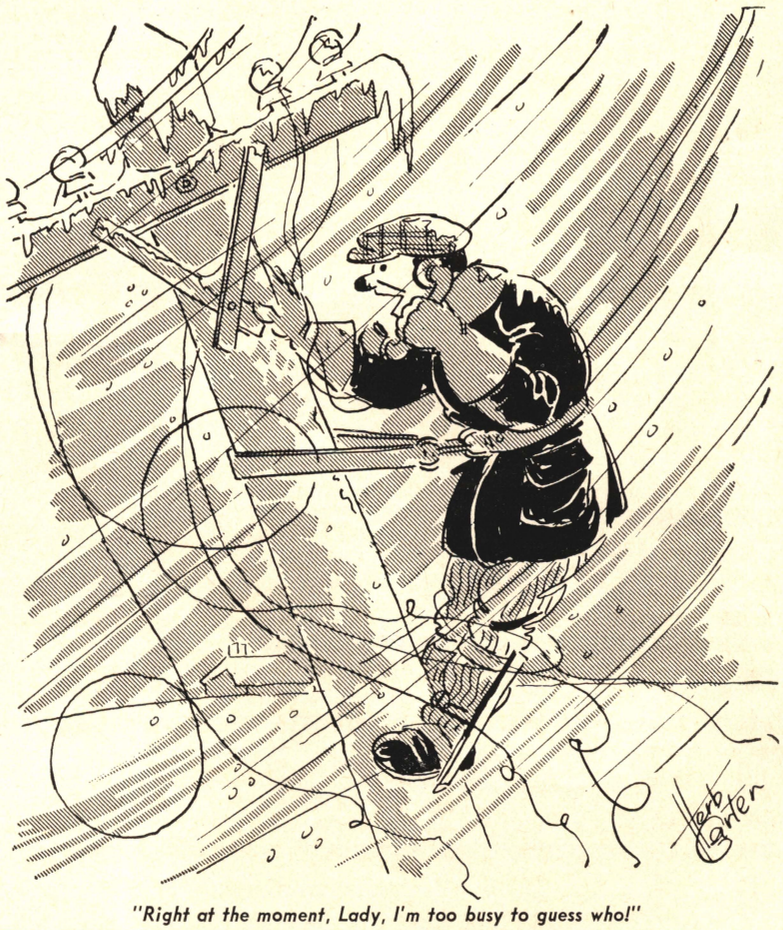
Before we go to press with our August issue we'd like a frank expression from as many of you as feel you could rightly attend and support a Show in Los Angeles in November, 1940. Our final decision to go ahead will be given in August after we've heard from YOU!

● Newest "gyp" wrinkle developed by the shyster vending machine jobbers of the west is an overpayment of sales tax to give the sucker-purchaser an inflated picture of the grosses on machines.

There are several vending machine jobbers, and you can be certain of those advertising in THE REVIEW for we check carefully, who specialize in salted routes, faked figure set-ups, etc. They are a glorified bunch of business opportunity gyppers. They use the "Business Opportunities" classifications in the dailies and "take" the suckers for all they are worth. Some of these chaps advertise in eastern publications because we will not accept their copy . . . they ARE NOT a credit to this industry.

To get back to the newest "gyp" the boys have developed, here is the low-down: The gyp-artist places a string of vendors, operates them for three months, and at the end of the quarter files a Sales Tax return with the State. Instead of paying the actual tax on the receipts the gyp-artist pays way in excess. When the sucker comes along he tells him of the tremendous profit possibilities and if the sucker seems a little leery about the deal he brings out his sales tax return.

Now it seems to be natural that nobody will pay more taxes than they absolutely



"Right at the moment, Lady, I'm too busy to guess who!"

THE REVIEW will pay $1.00 each month for a suitable catchy caption for this picture. Using the above for an example, submit as many as you wish. Write your suggestions on a post card and mail to Gag Editor, THE REVIEW, 1115 Venice Blvd., Los Angeles. You may be next month's winner!

+ IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of $300.00.
INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St. MIchigan 0961 Los Angeles, Calif.

ENLIST our Salesmen to work for You!

—and Join the Parade to Increased Profits—

OUR SALESMEN ARE YOUR SALESMEN. They're trained to understand YOUR problems . . . and changing problems to profits is their specialty. Can you use men like these? Then FILL IN THE COUPON BELOW and they will call on you. Get acquainted with Art Clifford out of Portland and George Carn out of San Francisco. They're aces on service. They will see what you have that you want to get rid of . . . and will bring you information and ideas on what's new. This is a free service for you . . . use it for top profits.

Sincerely,
LOU WOLCHER
1021 Golden Gate Ave., San Francisco

ADVANCE AUTOMATIC SALES CO.
INC.

— BRANCHES —

SEATTLE **SAN FRANCISCO**
LOS ANGELES **PORTLAND**

"Every Branch a Complete Service Organization"

MAIL THIS COUPON FOR PROFITABLE SERVICE—NOW!

Name.....

Company.....

Address.....

City, State.....

have to so the sucker swallows the gyp-artist's lingo, hook, line and sinker.

As rapidly as THE REVIEW can gather information we are turning it over to the Better Business Bureaus of the respective cities in which these shake-down artists work and we hope to eventually put the bunch of them out of business in the West. It's a big job!

●It was back in the February issue when we gave five stars to "When the Swallows Come Back to Capistrano" and suggested music operators snap up this ballad and give it a break on phonographs. Very few responded but the radio stations lost no time in buying them in quantities and using them repeatedly on the air.

Unfortunately the company originally issuing the number went by the boards for lack of capital and proper management but one of the best assets has been salvaged and now recorded by all of the major record companies. We still say it's a good number and will build steadily in your machines.

● Twelve inch records have at last made their debut on automatic phonographs.

On Wired Music installations in the west operators are making the selections on twelve inch records available to patrons at ten cents per play. First returns show that patrons appreciate this advantage but gross business done on the twelve inch discs is negligible. Possibly a fertile field exists for these discs and only time, and constant offerings on programs, will give the final answer. ◆

• •

"I called on three kings while I was in Europe."

"How exciting."

"Worse than that. The other fellow had three aces." ◆

S. F. Representative Appointed By REVIEW

SAN FRANCISCO—Richard F. Guggenheim, with offices at 200 Bush Street, San Francisco, has been appointed to look after the interests of the COIN MACHINE REVIEW in the San Francisco-Oakland area. Phone number at the new quarters is SUtter 6780.

Future issues of THE REVIEW will carry an interesting and instructive department of special interest to northern California operators edited by Guggenheim.

Appointment of Guggenheim is in line with the publication's plan for expanded coverage in the industry during the eighth year of publishing. ◆

Phonovision Debuts at Dempsey's

NEW YORK—Stars of stage and screen rubbed elbows with newspaper men and members of the trade at Jack Dempsey's Broadway Bar on June 19th for the first public showing of Phonovision. Jack Dempsey, himself, introduced the machine and gave it a rousing send-off.

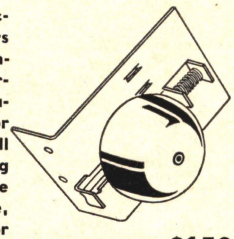
Dempsey estimated some 2,000 people saw the machine during the evening. Among the leading figures of the financial, entertainment, sports and newspaper world on hand were David Sarnoff, president of RCA, who headed a table of RCA execs; Vincent Astor; Lawrence Fisher, of General Motors; Crawford Hill, Barbara Bannister; Tony Martin, George Raft, Abe Lyman, Ham Fisher, Joe Gould, Al Weil, Louis Sobol, Jim Braddock, Ned Brown, Monte Proser, Harry Rose, John Boggiano and others.

This preview is the first of several scheduled to be held in key cities throughout the East during the next few weeks.

"The manner in which those present at this preview responded to Phonovision is conclusive proof that the machine is just what the public has been waiting for," declared Harry W. Bank, general manager. "Judging by the flood of wires, letters, phone calls and visitors that have been deluging our offices ever since Phonovision was first announced to the trade, the operators throughout the country are especially eager to bring to the public this new form of entertainment that couples all the eye-appeal of a motion picture with the ear-appeal of the automatic phonograph." ◆

E-Z NON-ELECTRIC BURGLAR ALARM
FOR
GAMES, PHONOS, VENDERS

Low Priced — Sure Fire Protection. Stops thefts of cash box contents and merchandise. One machine collection or stock saved will pay for outfitting your whole route — cigarette, phono, game or candy machines. See your jobber or write



OPERATOR'S PRICE $150

ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.
Suppliers To All Leading Manufacturers

Free Plays

Bally's TRIUMPH
Bally's CHEVRON
Keeney's THRILLER
Keeney's BIG SIX
Keeney's SUPER SIX
Keeney's SUPER-CHARGER
Genco's FOLLIES
Genco's MR. CHIPS
Genco's BLONDIE
Chicoin's COMMODORE
Chicoin's BIG SHOW
Chicoin's SCORECARD
Stoner's BRITE SPOT
WRITE FOR NEW LOW PRICES!

2200 NORTH WESTERN

is the famous address coin men the world over associate with FRIENDLY PERSONAL SERVICE and the largest selection of perfectly rebuilt machines available anywhere!

Specials!

BALLY'S DANDY, Free Play, Brand New $24.50
MILLS 1-2-3, Free Play, Animal Symbols 67.50
WURLITZER'S 600-A, Slug Proof 157.50
WURLITZER'S 500, Keyboard 179.50
WURLITZER'S 61, 1939 Counter Model 91.50
EVANS' TEN STRIKE..... 97.50

RECONDITIONED REFINISHED • **Phonographs** • GUARANTEED PERFECT PRICED FOR QUICK ACTION

SEEBURG	
MODEL A — 12 Records	$ 29.50
MODEL B — 12 Records	32.50
K-20 — 20 Records	79.50
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GEM (1938) — 20 Records	127.50
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WURLITZER	
P-30 — 12 Records	$ 24.50
P-12 — 12 Records	32.50
312 — 12 Records	37.50
412 — 12 Records	39.50
616 — 16 Records	64.50
716 — 16 Records	61.50
24 — 24 Records	109.50
ROCK-OLA	
LUXURY LIGHTUP — 20 Records	$164.50
MILLS	
DANCEMASTER — 12 Records	$ 17.50

ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.

Write today for complete list of reconditioned bargains! Hundreds of FREE PLAYS, PAYTABLES, CONSOLES, SLOTS, COUNTER GAMES and PHONOGRAPHS! Guaranteed mechanically perfect, refinished like new!

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO — *America's Largest Distributor*

New York

NEW CMA OFFICERS ELECTED . . .
OPS START SUMMER VACATIONS . . .
ROSEN SETS DISTANCE RECORD . . .
NEW TAXES DISCUSSED AT MEETING

By IRVING SHERMAN

NEW YORK—The sweet lure of summer has the coin machine crowd succumbing; but most of the boys are wondering if business will keep up. Sam Yollen of the CMA plans a cruise this year and Bill Peek can sniff the bluefish off Sheepshead Bay. Quiet chaps like Matthew Forbes and Paul Glimas ask only for a nice pastoral scene and not a cow in sight.

Irving Sherman

Rumors to the effect that Bill Fraser was through with operating have no basis in fact. Bill got the fever, tossed in his hat and now is vice president of the CMA. Questioned concerning his route, Bill asserted that until a better route comes along, he is doing all right, thank you. Incidentally, Bill plans on no Throttlebottom career and president or no president, he is going to have his say, also.

This is where we ought to break down and let the boys in on the new setup in the CMA. President, Bob Hawthorne, re-elected unanimously. Vice president, Bob Fraser; 2nd vice president, Al Denver; treasurer, Sam Yollen, also re-elected and secretary, Tom Cola. The board of directors is comprised of the following: Michael Lascari, Jackson Bloom, Louis Schwartz, Martin M. Berger, Irving Silverman, Harold Roth and Bernard Rosen.

Al Glicksman, pin ball operator, has given up his sideline as used car merchandiser. Glicksman tells us that he thought he had headaches in operating games, but in the used car business, no one knows half of it. The responsibility placed upon the dealer plus severe price-cutting wreaks havoc with profits in used cars—so fellers take a tip!

No one is going to cry over the fact that operators are thinking of cracking down on locations that do not exercise the proper surveillance over the operator's property. Operators maintain that, in instances, locations owners encourage vandalism either in the hope that they will get a better machine or in the thought that the established operator may get out and make room for a chiseler who is behind the goings-on.

Taxes and more taxes! The one half cent tax which the federal government has just slapped on the cigarette machines catches the operators just as they are about to celebrate the repeal of the New York City tax. However, most of the operators are inclined to regard the new tax without rancor feeling that if ever Hitler got the upperhand, it will be more than taxes that they will have to worry about!

No sooner said than done, is the policy of Ben Haskell, prominent pinball authority. Years of defending pin ball operators have given Haskell an insight into the business matched only by his knowledge of constitutional privileges in the operation of the various games. No longer officially associated with the Amalgamated Vending Operators Association, Haskell keeps in touch with trends and tendencies and numbers leading operators among his friends.

Sam Kressberg, Seeburg's East Coast distributor, has the camera bug again. Thought to be cured after a siege of "Hold it. Hold it, please!" Sam is on the loose again and all in local territory are hereby warned.

Joe Hirsch, one of the more enlightened pin ball operators is also shy on publicity. This may explain why Joe ducks when he spies yours truly. After all, why fear the press, Joe? The last time we spotted Hirsch he was dressed up in a nice shiny Buick and is that something to hide?

William (Silent) Pragnell, who operates a string of games in the West Bronx, is a former mechanical engineer who can take any machine apart and put the works back again. One of Pragnell's hobby is a workshop in which he tries his hand at various inventions and it is rumored that the trade may yet hear something constructive come out of this hobby.

Jackson Bloom complains that he spends so much time on the Grievance Committee of the CMA, he is beginning to think that maybe he has a grievance, too. As maestro of Cigarette Service, Inc., Bloom leads the cigarette crowd in enterprise, business acumen and trade knowledge.

Lou Goldberg, managing director of the Amalgamated Vending Operators Association, claims a record hung up in the service of pin ball operators. Altho at one time interested in operating, Goldberg today affords the pin ball crowd a grasp of the situation as is second to none. In addition, Goldberg is well known among city officials for his intelligence and integrity.

Bernard Rosen, newly elected to the board of directors of the CMA, comes a long distance to get to meetings, way down from New Rochelle way. Asked how the climate was up in the far north, Rosen opined it was hot for some, but not for the cool heads who can get the locations.

Martin Berger, Rowe's ace sales manager, isn't doing much talking these days. Marty seems to have gone silent to make up for the days when he led the cigarette crowd in oratory. Said Marty: "I've done my share of speech-making, now let's see someone else shine. But if anybody starts to filibuster—" Marty wants the boys to know he still has the ammunition and will go into action at the first sign of battle.

We hate to have to print it, but it seems the protracted meetings which are the rule among the boys are causing no end of suspicion among the wives including one wife, in particular. This explains what happened at a recent association meeting when an operator was called out and told that his wife wanted him. She wasn't taking any chances, was she, pal?

Al Denver, elevated to 2nd vice president of the CMA, is also well known in Brooklyn as a pin ball operator. Denver maintains that he averages about the same amount of trouble whether the stop is a cigarette machine or a game. With reference to returns, the take on pin ball is naturally higher but with slugs, arrests and burglaries your total is brought down to appreciable levels.

What intelligent leadership may mean to the trade was demonstrated in the action of the CMA recently. Realizing the complications of the new federal tax, the officials of the CMA invited an internal revenue man down to address the meeting and to show that its motive was for the benefit of the trade as a whole, independents were invited to take advantage of the occasion and learn about the tax, gratis. ◆

• •

Yvonne: "How did you happen to quit school teaching to join the chorus?"

Juliette: "Because there's more money in showing figures to the big boys." ◆

YOU ALWAYS MAKE MONEY HERE...

Now WITH WURLITZER YOU CAN MULTIPLY

Your Wurlitzer Automatic Phonographs have always stood way out in front in earning power. Now with Wurlitzer Wireless Remote Control Equipment you can multiply those profits . . twice . . three times . . five times in some locations!

By making it possible for people to play your Wurlitzers from booths, tables, bar—from *any* place in *any* location you hurdle the handicap of human laziness and the extra earnings are all yours.

ONLY WURLITZER MAKES A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

Only Wurlitzer offers Wireless, Two-Wire and Thirty-Wire Remote Control Systems. Each system is designed for interuse with prior Wurlitzer Remote Control Equipment on any 24 Record Wurlitzer Phonograph. Each system can be converted to one of the others without obsoleting Wall or Bar Boxes.

WIRELESS REMOTE CONTROL EQUIPMENT

YOUR PHONOGRAPH PROFITS

WIRELESS WALL BOX
MODEL 320

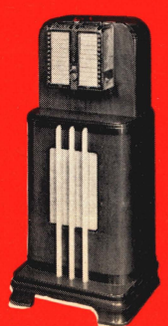
Beautiful unbreakable polished metal case. Red lacquer trim. Illuminated dial, coin entry and 24 record program holder.

WIRELESS SPEAKER
MODEL 350

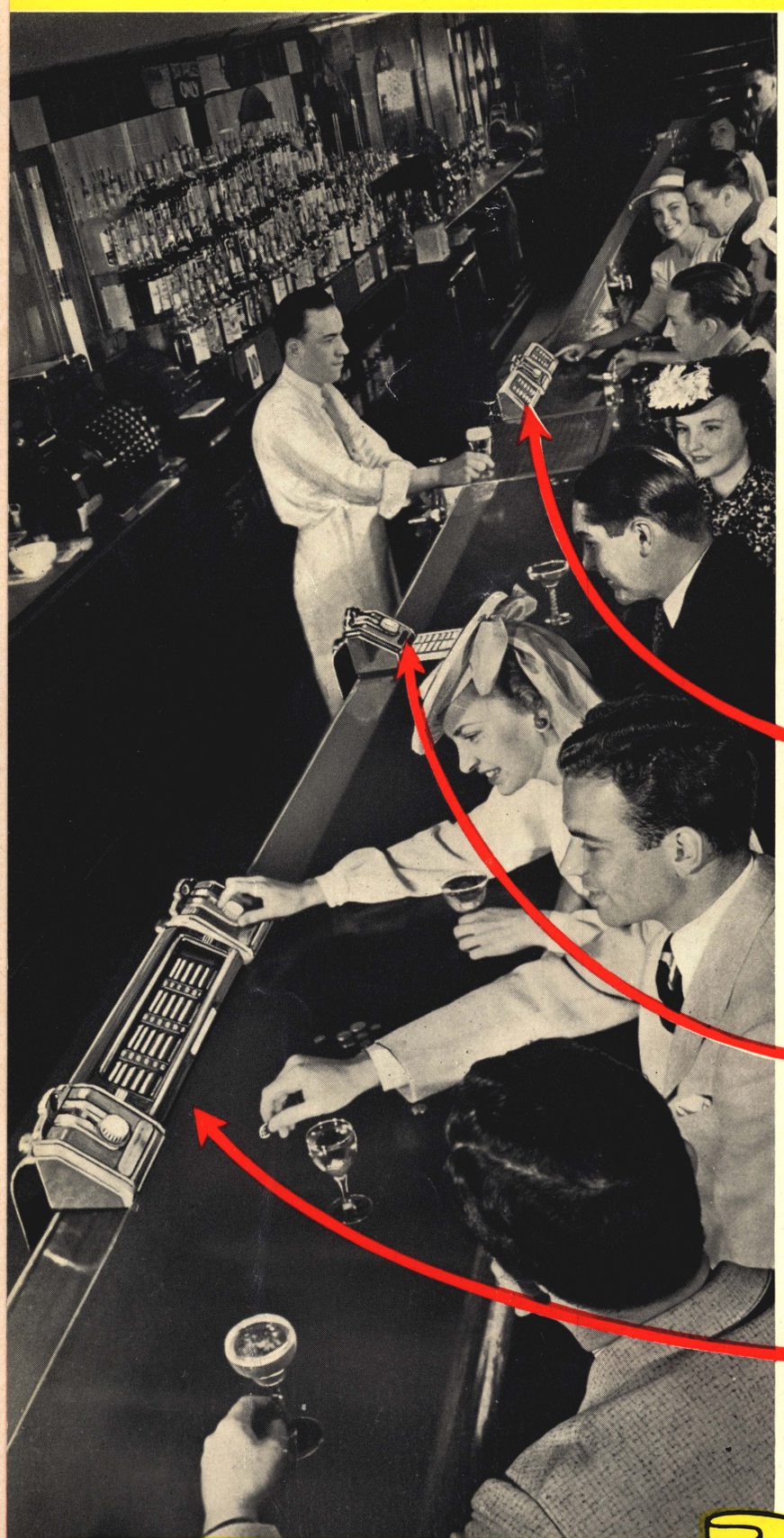
Wurlitzer quality wireless receiver and speaker in colorful deluxe cabinet. Illuminated plastic name panel.

WIRELESS STROLLER
MODEL 340

Combines coin mechanism, 24 record selector and sound system in one self-contained unit. Wheels right up to the customers and starts to collect money.



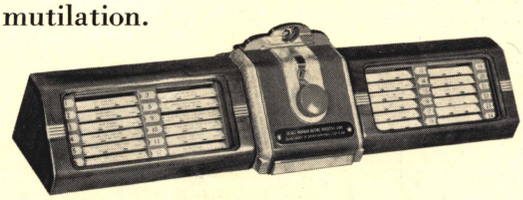
Install One Or More
WURLITZER WIRELESS BAR BOXES
IN EVERY LOCATION THAT HAS A BAR



Install one or more of these sure-fire money makers in every location that has a bar, fountain or serving counter.

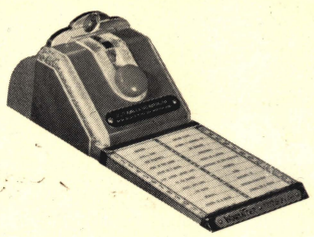
Here crowds congregate and are always in the mood for music. Here you can cash in on Wurlitzer Music as you never did before!

Wurlitzer Bar Boxes play every one of the 24 records on the Wurlitzer Phonograph—are attractively finished in polished nickel and walnut burl with red plastic selector knobs. Each has a magnetic coin selector, coin return button and illuminated selector dial. All are equipped with novel built-in clamps for attaching to bars without mutilation.



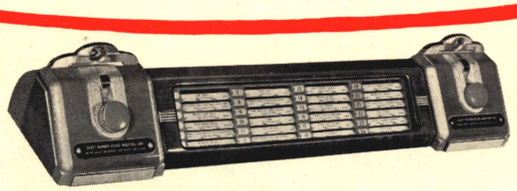
WURLITZER WIRELESS BAR BOX MODEL 331

Smart looking unit with single illuminated 24 record selector; coin entry in center; program on each side.



WURLITZER WIRELESS BAR BOX MODEL 332

Smallest complete Bar Box made yet it enables patrons to select every one of the 24 records on the Wurlitzer Phonograph.



WURLITZER WIRELESS BAR BOX MODEL 330

A big money maker. Has coin entry and 24 record program selector at each end. Gets the nickels from all directions.

SEE YOUR NEAREST WURLITZER DISTRIBUTOR FOR COMPLETE DETAILS

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

THE ONLY WIRELESS BAR BOXES THAT ENABLE YOU TO SELECT EVERY RECORD ON THE PHONOGRAPH

SOLD ONLY TO MUSIC MERCHANTS

Automatic Music

Capehart Clicks With New Selector

FORT WAYNE, IND.—The first official announcement of the first product of Homer E. Capehart, renowned throughout the coin machine world as the man responsible for the great success of the modern automatic phonograph, brought a deluge of orders to the Packard Manufacturing Company, this city, and definitely convinced the firm, its salesmen and its executives, that its first product had met with the heartiest approval of the trade.

Orders for the first model of the "Heads-Up-Selector" which is constructed for use with 16 record automatic phonographs have already placed the firm far behind in their production schedule.

As an example of the size of the orders being taken, Homer E. Capehart produced some taken by Rudy Greenbaum, their New York and New Jersey representative. He reported, "These orders are definite proof of the need for the 'Heads-Up-Selector' in the trade today. In each case, the operators were tremendously impressed with the 'Heads-Up-Selector' and realized what good effect it would have on their already paid for 16 record model automatic phonos. The orders which Rudy has taken are only a sample of what all of our salesmen are taking clear across the country as more and more operators get to see the 'Heads-Up-Selector' and realize what it means to them."

One of the most outstanding compliments for the "Heads-Up-Selector" comes from Dave Stern, prominent coinman of Elizabeth, N. J., who reported, "This is one unit that the entire industry has needed. It is a well known fact to every phono operator that the keyboard selector is one of the greatest conveniences the public can have in choosing their records. In fact, this convenience of selectivity is responsible for greater profits for it makes it easier for the public to buy the music they want from the phono. By attaching the 'Heads-Up-Selector' on the 16 record phonos, which never had this convenience of selection and this beautiful light-up selector method, the operators are meeting present competition and assuring themselves longer life and greater profit from machines which they have fully paid for. This is the sort of product we expected from Homer E. Capehart who knows the problems of the phonograph operator and knows what to do to make our business more profitable."

Other expressions, just as generous, have been received from all over the country. Homer E. Capehart and Packard Manufacturing Company are tremendously impressed and pleased with the reaction to their "Product Number One" the Model Number 616 "Heads-Up-Selector", which is clicking in such grand fashion with phono operators everywhere. ◆

• •

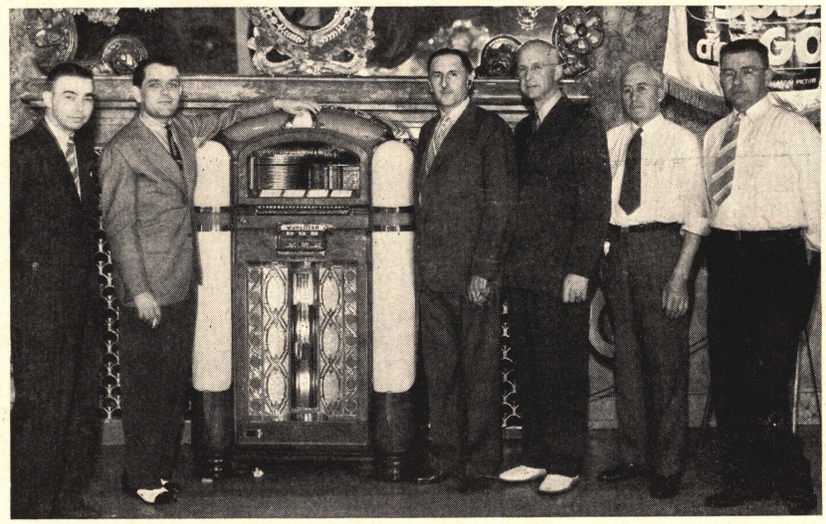
Teacher (in grammar class): "Willie, please tell me what it is when I say, 'I love you, you love me, he loves me'."

Willie: "That's one of them triangles where somebody gets shot." ◆

• •

Husband: "Have you ever wondered what you would do if you had Rockefeller's income?"

Wife: "No, but I have often wondered what he would do if he had mine." ◆



Gordon Holmes, Music Merchant; Frankie Masters, famous band leader; George Coleman, Wurlitzer Distributor; James R. Kieley, President of the Phonograph Operators' Association; Edwin Osterbauer, President Operators of Amusement Games; Ray Morgan, Wurlitzer Music Merchant, pose in the lobby of Rockford's Coronado Theatre with a Wurlitzer Model 800 on exhibit there.

Summer Promotion Is Profit Producer

NORTH TONAWANDA — One of the hundreds of Music Merchants to report increased earnings from their Wurlitzer Automatic Phonographs by tying-in Wurlitzer's Summer Promotion Plan, Coleman Novelty Company, Wurlitzer Distributors of Rockford, Illinois, sent the above picture in as proof of their activities along this line.

This aggressive distributor capitalizing on the personal appearance of Frankie Masters and his Orchestra at Rockford's Coronado Theatre, saw to it that the Music Merchants he serves placed stickers on their phonographs calling attention to records by Frankie Masters available on the instruments.

Every Music Merchant reported a step-up in the earnings from those instruments and is looking forward to cashing in similarly on the personal appearance of other big name bands scheduled to play in this territory.

According to George Coleman, of the Coleman Novelty Company, "This is a very smart plan and it has definitely proved its value to us. It doesn't cost the Music Merchant a dime and it produces extra profits aplenty for them. Any Music Merchant who fails to take advantage of Wurlitzer's Summer Promotion Plan is passing up a mighty good bet." ◆

Pictured above are Herb Williams and Joe Williams of the Commercial Music Company, Wurlitzer Distributors of Little Rock, Arkansas, accepting an order from Joe Adair and Joe Barousek, owners of A & B Music Company, Wurlitzer Music Merchants of Eldorado, Arkansas.

How A Record Is Made

It takes just 36 seconds to transform a shapeless lump of plastic into Beethoven's Fifth Symphony or the Streamline Strut.

But that, as you can imagine, isn't the complete picture. The complete picture, in the RCA Victor record manufacturing plants in this country, is made up of studios in New York, Chicago, and Hollywood; factories in Hollywood, Camden and Indianapolis. In the Camden plant alone the process of capturing sound waves in tiny whirling grooves involves 84,479 square feet of floor space in which 1,356 people are turning out millions of records a year.

The saga of a phonograph record actually begins in India and Central Europe and the Dutch East Indies where a few of the ten different ingredients that go into a record are gathered and packed. It continues then through five principal stages before it is ready for the market.

Contrary to popular conception, records are not made of wax. In fact there is no wax—or rubber—in them. They are compounded and treated from resins and shellac and various different types of fillers in a formula that is constantly being changed and improved.

Actually there are two separate discs that are referred to as records in the recording of music: one the plastic platter on sale in the corner music store, and the other the studio disc on which the music or sound is first engraved. The studio disc contains no wax either but a blend of substances more resembling soap. This is melted, centrifuged and poured through a very fine mesh to remove all foreign particles, then allowed to flow out smooth on a circular metal plate, ready for the studio.

In the studio control room, similar to those seen in radio stations, this disc is revolved at the same speed at which the finished record is to be played while a recorder, with sapphire cutting point, inscribes the spiral grooves. Music is transferred to the record through a microphone which changes the sound waves into electrical impulses which in turn vibrate the cutting head as it travels its spiral path.

At this point it would be entirely possible to "play back" the transcribed disc, but it would only be possible once and the circular grooves, so carefully engraved, would be no good for any further reproductions. Consequently the next step is to use the disc as a mould in producing a "matrix", a negative of the record with tiny ridges corresponding to the record's grooves.

This is accomplished through a refined technique of coating the entire surface of the compound with a film of silver or gold—which are of high electrical conductivity—and placing the whole in an electroplating copper bath. When the copper has formed on the disc in sufficient thickness, the compound is stripped off and the result is the matrix, or "original" or "master".

At this point again, it would be possible to use this copper duplicate to press out records. To do so would be unwise however, lest it be damaged beyond repair. So, the whole process is repeated, with minor variations, to produce first another positive and then a number of negatives from the positive. These final negatives or matrices are used for the stamping of records while the master is kept for the files.

At this stage the matrices are introduced to the "record biscuits", the plastic whose ingredients have come from all over the world. These materials have been weighed out into proper proportions, carefully mixed and converted into a plastic by the application of heat in closed milling chambers. They are then sheeted into a blanket, cut into biscuits, cooled and delivered to the press room.

The actual stamping operation is performed in a hydraulic press which first heats then cools the biscuit to insure perfect duplication. The circular labels are not glued on or pasted but actually pressed into the record materials. Only remaining steps now are to round and smooth off the edges, inspect the finished discs and place them in envelopes ready for your living room and buyers all over the world.

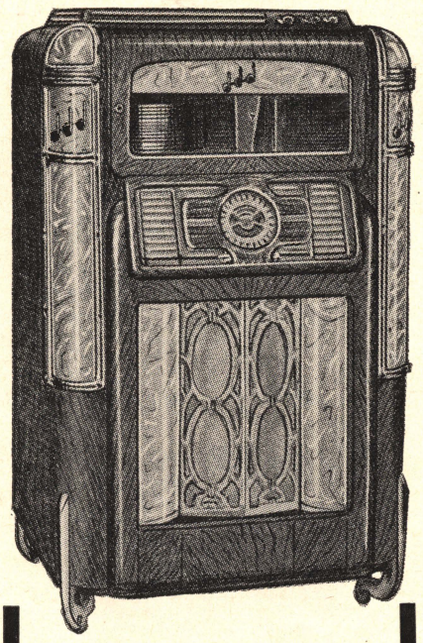
These are the principal steps in the process, developed in more than 40 years of experience, of bringing Music You Want When You Want It. ◆

• •

"I think that every man should have a wife."

"Yes, and by all means, his own." ◆

Modernize with
GENUINE MARBLETTE



EASY TO INSTALL — NO SAWING

Lightup Materials as Above for Wurlitzer 24, $17.75.

All Marblette Materials for 616 Grille and Sides, $17.75.

Also Lightup Materials for Rock-Ola Phonographs. Write for Prices.

WURLITZER 500	$179.50
ROCK-OLA MONARCH, Remod.	89.50
WURLITZER 616, Illuminated, 50	49.50
Photomatics, Reconditioned Good as New	$545.00
Rotary Mdsr.	49.50
Watling Rolatop, 10c & 25c Play, Guaranteed	14.95

1/3 Deposit, Balance C.O.D.

GERBER & GLASS
914 Diversey Blvd. CHICAGO, ILL.

No "Break In" Period

With the New
4000 Play
PFANSTIEHL NEEDLE

You don't have to "break in" a Pfanstiehl needle. It's already broken in when you get it. This is possible by the discovery of a secret new process for applying an extremely high polish to the entire surface of the needle point, with the equivalent effect of playing the needle on three or four records, a further reduction in RECORD WEAR.

Other Important Features.

NEEDLE MUST NEVER BE TURNED. One side of staff is purposely made flat for easy, permanent insert. Reduces time and cost of servicing.

POINT WILL NOT BREAK OFF. Eliminates a large percentage of service calls. Point is round and made of a special Pfanstiehl alloy. Truer tone with less record wear. Try one.

PFANSTIEHL CHEMICAL CO.
METAL DIVISION
105 Lake View Ave., Waukegan, Ill.

Robbins Completes Sherman Clay Purchase

NEW YORK—Jack Robbins announced that the final $40,000 payment for the Sherman Clay catalog, bought two years ago for $100,000 has been made. Through it, Miller Music, Inc., now owns the world's largest, most valuable catalog of Hawaiian music, in addition to other works that were included.

During the past four years, Robbins has spent over $750,000 for the purchases of Leo Feist, Inc., and Sherman Clay. Although these purchase prices totalled $500,000, an additional $250,000 was spent to rehabilitate these catalogs.

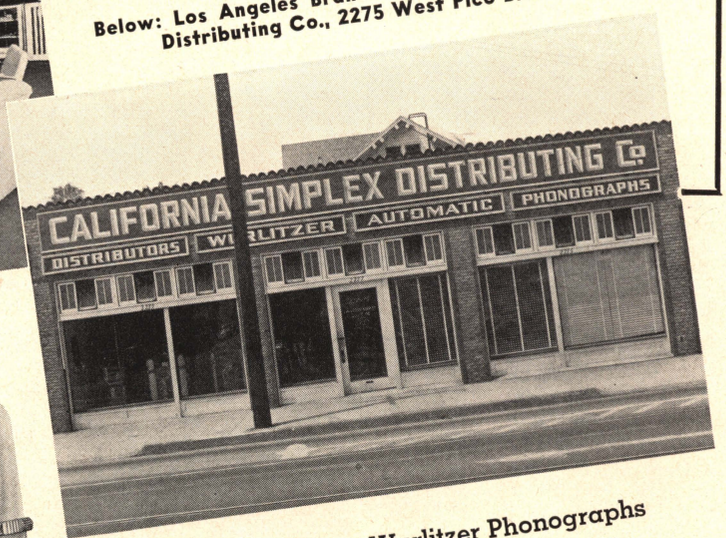
In return, Jack Robbins, through "The Big 3" music publishing group, now controls about 18 per cent of the copyrighted music played on radio. Collectively, record royalties for 1939 amounted to more than $112,000, equal to the sale of 11,000,000 records on "Big 3" songs. This, together with other incomes in performance fees and music sales, have made "The Big 3" music publishing group the strongest in the music business. ◆

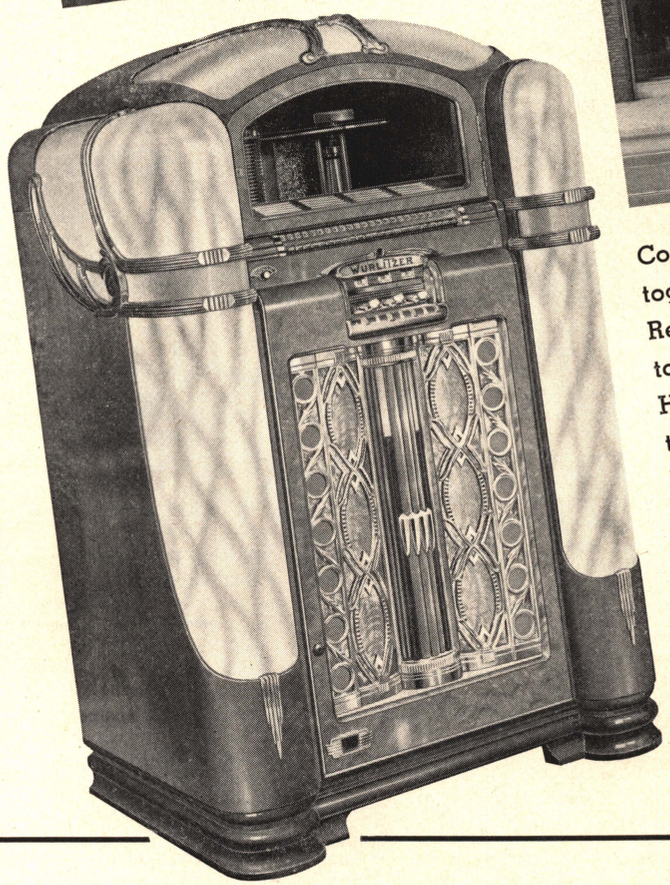
Bringing

NEW STANDARDS OF SERVICE TO CALIFORNIA MUSIC MERCHANTS

Left: San Francisco Headquarters of California Simplex Distributing Co., 1157 Post St.

Below: Los Angeles Branch of California Simplex Distributing Co., 2275 West Pico Blvd.





Complete displays of all Wurlitzer Phonographs together with Wurlitzer Wireless and other Remote Control Equipment. Adequate inventories of parts. Prompt delivery of all orders. Helpful service to Wurlitzer Music Merchants—that's the program of the California Simplex Distributing Company—now in effect at both our San Francisco and Los Angeles Divisions. We're in business to help you make more money with new standards of service and the greatest line of phonographs ever built.

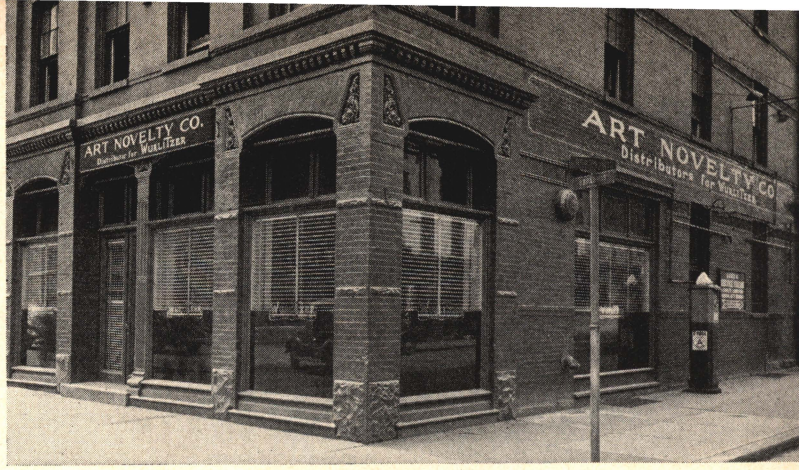
Stop in at our nearest showroom and get acquainted — now!

CALIFORNIA SIMPLEX DISTRIBUTING CO.

DISTRIBUTORS OF **WURLITZER** AUTOMATIC PHONOGRAPHS

1157 Post Street, SAN FRANCISCO • 2275 W. Pico Blvd., LOS ANGELES

Luxurious Quarters Opened by Art Novelty in Albany



Exterior of the new quarters of the Art Novelty Company in Albany, New York.

LIKE so many successful Wurlitzer Distributors, Art Herman of the Art Novelty Company, Albany, New York, graduated from operating into the distributing of automatic phonographs—selling his operating business over a year ago in order to do a 100% job as a distributor.

The business has grown so fast that the company recently acquired and completely remodeled a four story building at 388 Broadway, Albany, N. Y.

With its attractive show rooms, offices, efficient warehouse, service, parts and shipping facilities—all connected by a modern inter-communicating system and protected by a sprinkler system, the new headquarters of the Art Novelty Company are without question among the finest distributing facilities in the automatic phonograph business.

The new building is located close to the B & H Terminal, New York Central Railroad and trucking facilities so that if an order is received from an out of town Music Merchant before noon he will have his phonographs that night or the next morning at the latest.

One of the outstanding features of the building is the drive-in elevator which enables the Music Merchants to back their trucks right up to the elevator—which may be raised to the floor level of the truck. As a result the phonographs can be wheeled on or off a truck without any lifting. By the time the Music Merchant has cleared his papers at the office the machines are on his truck ready to go.

The new headquarters were officially opened Saturday, May 25th, when Art Herman played host to his customers and Wurlitzer officials including Mike Hammergren, General Sales Manager; Sam Cass, Wurlitzer District Manager; Ernie Petering, Assistant General Sales Manager, and Robert Connor, Advertising Manager. Refreshments and dancing were enjoyed well into the evening by a large assemblage who were unanimous in voting Art a king of hosts.

"As a Distributor we recognize that one of our principle functions is to keep on hand a complete stock of all current model phonographs as well as parts for all models," said Art Herman when interviewed at his house warming party. "When a man wants phonographs or parts he wants them in a hurry. Locations won't wait. We have an exchange policy on certain parts — such as pick-up heads and amplifiers—whereby we furnish the Music Merchant with a rebuilt part for the exchange of the old part and a nominal charge. Our customers appreciate this feature. Likewise we cooperate closely with our customers on service. Elmer Rowe, our Service Manager, was trained at the Wurlitzer plant in North Tonawanda. Consequently he is well qualified not only to train our customer's servicemen but to help them with any problems they cannot handle themselves."

Art Herman is a firm believer in organization. He says a Distributor must have ample facilities in order to expedite the many business details incidental to the business—and his new headquarters maintains an adequate staff for this purpose.

Part of the big turn out of guests that helped Art Herman celebrate his opening with a party that proved Art can distribute good cheer as well as phonographs.

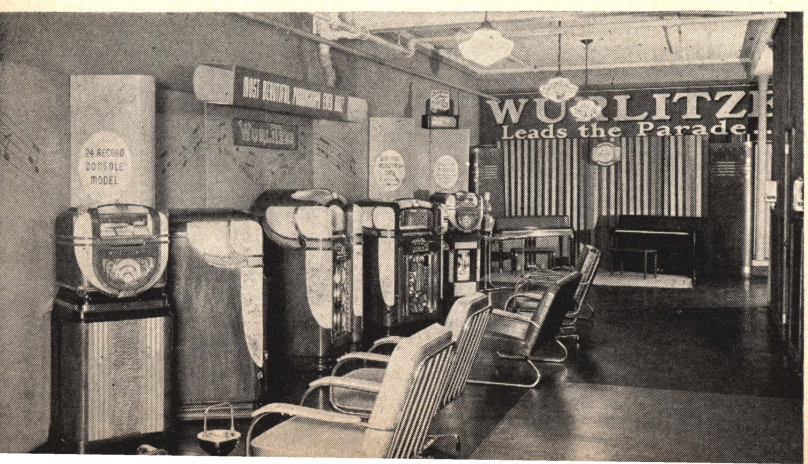
Besides himself, his organization consists of Bill Weiner, who looks after the outside sales work; Credit Manager Robert Lawrence, who also handles inside sales; Helen Erecig, bookkeeper; and Mildred Ternan, secretary. His Service Department is in charge of Elmer Rowe, Service Manager, and Jerry Martin, Assistant Service Manager; while his shipping department is in the able hands of Edward Sault.

In commenting on his new quarters Art Herman said: "In my opinion when a Distributor handles products of such outstanding beauty as Wurlitzer Automatic Phonographs, his place of business should reflect the high quality of those products. We moved into our new location because we wanted to set these fine phonographs in the most appealing surroundings. With such attractive show rooms it will be a pleasure for our Music Merchant customers to bring their location owners into our place to show them Wurlitzer equipment. Ample parking space on all four corners enables them to get in and out without loss of time. Such a set-up is good business for us."

The success of the Art Novelty Company is a typical example of a business built on a sound basis from a small beginning. Back in 1934 when the automatic music business first started, Art and his father were operating a few cigarette machines in Kingston, N. Y. Acting on the advice of his father, who saw a big future for the automatic phonograph business, Art bought two of the first Wurlitzer automatic phonographs ever made. From this he built up a route of 300 phonographs that thoroughly covered the Hudson Valley from West Point to Albany on the West side of the river—from Albany to Poughkeepsie on the East side.

Three years ago in order to be more centrally located, he moved his headquarters from Kingston to his former location at 29 Beaver Street in Albany.

His experience as a Music Merchant convinced him that the automatic phonograph industry was the most staple branch of the coin machine business. Two years ago he decided to sell his operating business and become a Wurlitzer Distributor with a territory embracing the Hudson Valley, the capitol district, Catskill Mountains and Adirondacks as far north as the Canadian border. As a Wurlitzer Distributor Art



LEFT: View of Art Novelty's magnificent modern showrooms with complete Wurlitzer equipment on display. Ultra swank chrome chairs are provided for visitors. BELOW: A general view of the Art Novelty offices, fountain-head of fast, efficient service.

become a Wurlitzer Distributor with a territory embracing the Hudson Valley, the capitol district, Catskill Mountains and Adirondacks as far north as the Canadian border. As a Wurlitzer Distributor Art has scored an outstanding success; his sales for 1940 are running 300% greater than his volume of two years ago.

The Service Department is clean, light, airy and highly efficient as hundreds of Music Merchants will testify.

Art attributes his success as a Distributor to the fact that his territory covers much of the same ground that he traveled over as a Music Merchant—consequently he is well acquainted with all the Music Merchants in the territory—is familiar with their locations—understands their problems.

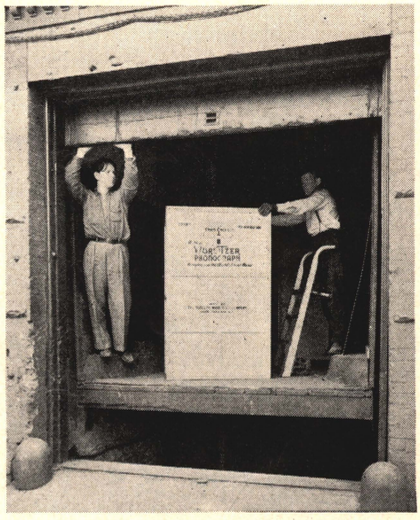
In selecting new Music Merchants and working with his old customers, Art attaches the greatest importance to integrity, aggressiveness and a man's capacity for hard work. If a Music Merchant measures up to these qualities, Art goes the limit with him.

A corner of the Parts Department.

As a result he has helped many Music Merchants build up successful businesses from small beginnings. Because he understands the problems of the Music Merchant from personal experience, Art is in a position to advise his customers on successful methods of securing locations and establishing and maintaining fair business-like deals with location owners.

He counsels with them on the necessity of maintaining the proper financial set-up—knowing their costs—charging off depreciation—maintaining efficient collection and record systems—in brief, doing all the things that are so important to the success of any business.

Commenting on Wurlitzer Remote Control Equipment, Art Herman was particularly enthusiastic over the possibilities of Wurlitzer's new Bar Boxes. He said, "They are the only real Bar Boxes on the market—the only ones that will play all the selections on the phonograph. The investment entailed is so small that the Music Merchant is bound to make quick extra profits. Every location that has a bar, counter or soda fountain should have at least one Bar Box. We expect to do a big business on this item." ◆



Drive-In Elevator eliminates lifting of phonographs; enables Music Merchants to take delivery quickly and easily on their trucks.

INQUIRIES WELCOME from MUSIC MERCHANTS

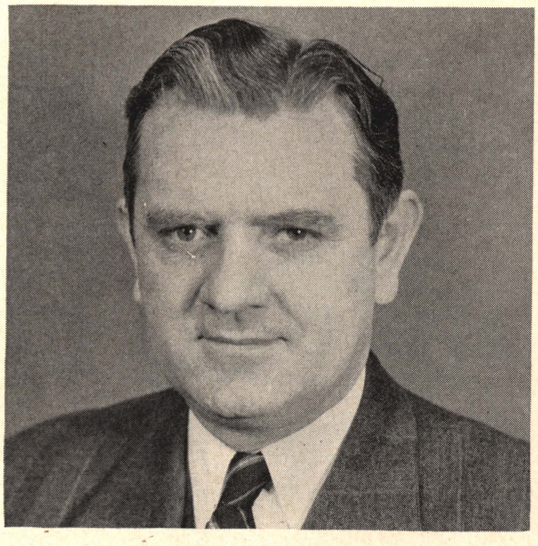
W. A. (BILL) BYE

WURLITZER
DISTRICT
MANAGER

for

CALIFORNIA
NEVADA . . .
ARIZONA . . .

◆



ADDRESS INQUIRIES OR CORRESPONDENCE TO:

1157 Post Street
SAN FRANCISCO, CAL.

2275 West Pico Blvd.
LOS ANGELES, CAL.

Record Score Sheet

KEY TO RATING

5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.
2★ **FAIR.** Just passable entertainment.
1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

4★ 10767 Vaughn Monroe
I'M HOME AGAIN (FT VC)
I'LL WAIT FOR YOU FOREVER (FT VC)

4★ 10768 Glenn Miller
BLUEBERRY HILL (FT VC)
A MILLION DREAMS AGO (FT VC)

4★ 10769 Dick Todd
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (V)
IT'S ALL OVER NOW (I Won't Worry) (V)

3★ 10770 Coleman Hawkins
THE SHIEK OF ARABY (FT)
MY BLUE HEAVEN (FT)

4★ 10771 Tommy Dorsey
WHISPERING (FT VC)
FUNNY LITTLE PEDRO (W VC)

4★ 10772 Art Kassel
JUST AN OLD RAG RUG (FT VC)
BACK IN THE SADDLE AGAIN (FT VC)

3★ 10773 Wingie Manone
SHE'S CRYING FOR ME (FT)
THE MOSQUITO SONG (FT VC)

3★ 10774 Charlie Barnet
LEAPIN' AT THE LINCOLN (FT)
DARK AVENUE (FT VC)

3★ 8461 Elton Britt
DREAMY LAND BAY (OT V)
THEY'RE POSITIVELY WRONG (OT V)

4★ 10758 Dorothy Lamour
IT HAD TO BE YOU (V)
I GOTTA RIGHT TO SING THE BLUES (V)

3★ 10759 Freddy Martin
GOODNIGHT MOONLIGHT (FT VC)
I MADE MY MANNERS TO A SWEET YOUNG THING (FT VC)

3★ 10760 Benny Goodman
I WANT TO BE HAPPY (FT)
ROSETTA (FT)

2★ 10761 Charles Kama
WHEN MY SHIP SAILS AWAY FROM HAWAII (Waltz VC)
BLUE MOON OVER THE ISLANDS (FT VC)

4★ 10762 Shep Fields
TENNESSEE FISH FRY (FT VC)
WHO'S YEHUDI? (FT VC)

3★ 10763 Earl Hines
'GATOR SWING (FT)
MY HEART BEATS FOR YOU (FT VC)

4★ 10764 The Four King Sisters
ON BEHALF OF THE VISITING FIREMEN (V)
POI, MY BOY, WILL MAKE A MAN OF YOU (V)

3★ 10765 Don Redman
SHIM-ME-SHA-WABBLE (FT)
CHANT OF THE WEED (FT)

4★ 10766 Muggsy Spanier
LONESOME ROAD (FT)
MANDY, MAKE UP YOUR MIND (FT)

Sheet Music Best Sellers

The Woodpecker Song (Robbins)
Playmates (Santly, Joy, Select)
Imagination (ABC)
The Singing Hills (Santly, Joy, Select)
Make Believe Island (Miller)
Shake Down the Stars (Bregman, Vocco, Conn)
Say It (Famous)
Wind and the Rain in Your Hair (Paramount)
Where Was I? (Remick)
Little Curly Hair in a High Chair (Feist)

Songs Most Played On the Air

Say It (Famous)
Imagination (ABC)
Devil May Care (Witmark)
Make Believe Island (Miller)
Blue Lovebird (Feist)
The Woodpecker Song (Robbins)
Yours Is My Heart Alone (Harms)
Where Was I? (Remick)
You're Lonely and I'm Lonely (Berlin)
It's a Wonderful World (Robbins)

4★ 10750 Art Kassel
TANGLEWEED 'ROUND MY HEART (FT VC)
IT'S ALL OVER NOW (I Won't Worry) (FT VC)

3★ 10751 Charlie Barnet
ALL THIS, AND HEAVEN TOO (FT VC)
WHERE DO YOU KEEP YOUR HEART? (FT VC)

3★ 10752 Bob Chester
MAYBE (FT VC)
PUSHIN' THE CONVERSATION ALONG (FT VC)

3★ 10753 Ted Fiorito
BABY, WON'T YOU PLEASE COME HOME? (FT VC)
ALABAMY BOUND (FT VC)

4★ 10754 Glenn Miller
PENNSYLVANIA SIX-FIVE THOUSAND (FT)
RUG CUTTERS SWING (FT)

4★ 10755 Dick Todd
I CAN'T GET STARTED (V)
(I'll Be With You) IN APPLE BLOSSOM TIME (V)

1★ 10756 Erskine Hawkins
SABOO (FT)
YOU BRING ME DOWN (FT VC)

LEO J. MEYBERG CO.

VICTOR

26628—I'll Never Smile Again
Marcheta
Tommy Dorsey
26641—When the Swallows Come Back to Capistrano
The Breeze and I
Xavier Cugat
26614—Mr. Meadowlark
My Fantasy
Artie Shaw

BLUEBIRD

10768—Blueberry Hill
A Million Dreams Ago
Glenn Miller
10762—Who's Yehoodi?
Tennessee Fish Fry
Shep Fields
10745—Mr. Meadowlark
The Nearness of You
Glenn Miller

RCA "HIS MASTER'S VOICE"

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

24,000
16,000
8,000
4,000
2,000

Yes, even 24,000 plays are possible with one phonograph needle, but is it advisable when such a needle quickly ruins every record it plays? 2,000 plays represent $100.00 in revenue; 24,000 plays, $1200.00; but the surest way to get the $100.00 or $1200.00 the fastest and with the least expense is to use only Permo Point Needles. Is it good business to attempt saving a few cents on needle cost and lose dollars in revenue because of poor tone? Permo Point Needle performance assures the best in tone quality, record life and dependability. It's the Only needle recommended by every phonograph manufacturer. Protect your business by using only Genuine Permo Point Needles.

COLUMBIA

4★ 35508 Gene Krupa
NO NAME JIVE (FT)
SIX LESSONS FROM MADAME LA ZONGA (FT VC)
4★ 35507 Ray Noble
LOUISIANA PURCHASE (FT VC)
OUTSIDE OF THAT I LOVE YOU (FT VC)
3★ 35512 Jerry Colonna
WHO'S YEHOODI? (VN)
EVERY DAY IS LADIES' DAY WITH ME (VN)
3★ 35510 Jimmie Lunceford
I GOT IT (FT VC)
WHAT'S YOUR STORY MORNIN' GLORY (FT)
5★ 35497 Benny Goodman
MISTER MEADOWLARK (FT VC)
CRAZY RHYTHM (FT)
4★ 35500 Count Basie
SOMEBODY STOLE MY GAL (FT VC)
LET'S MAKE HEY! WHILE THE MOON SHINES (FT)
4★ 35502 Kate Smith
IT'S A LOVELY DAY TOMORROW (V)
YOU CAN'T BRUSH ME OFF (V)
4★ 35493 Morton Downey
MY WILD IRISH ROSE (V)
WHEN IRISH EYES ARE SMILING (V)
4★ 35494 Morton Downey
WHERE THE RIVER SHANNON FLOWS (V)
THE ROSE OF TRALEE (V)
2★ 35495 Morton Downey
KEVIN BARRY (V)
MOLLY BRANNIGAN (V)
4★ 35496 Morton Downey
IT'S THE SAME OLD SHILLALAH (V)
THAT'S HOW I SPELL I-R-E-L-A-N-D (V)

DECCA

3★ 3245 Andrews Sisters
THE COCKEYED MAYOR OF KAUNAKAKAI (V)
LET'S PACK OUR THINGS AND TREK (V)
4★ 3231 Judy Garland, Woody Herman
(Can This Be) THE END OF THE RAINBOW (V)
(Can This Be) THE END OF THE RAINBOW (FT VC)
4★ 3232 Glen Gray
TEMPTATION (FT VC)
I TOUCHED A STAR (FT VC)
3★ 3233 Bob Crosby
COMPLAININ' (FT)
JA-DA (FT)
4★ 3238 Music by Garr
DOWN BY THE OHIO (FT VC)
DREAM TRAIN (FT VC)
4★ 3213 Guy Lombardo
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (FT VC)
WHERE DO I GO FROM YOU (FT VC)
4★ 3214 Guy Lombardo
BLUE LOVEBIRD (FT VC)
THE NEARNESS OF YOU (FT VC)
3★ 3215 Jimmy Dorsey
I CAN'T RESIST YOU (FT VC)
I LOVE TO WATCH THE MOONLIGHT (FT VC)
4★ 3216 Glen Gray
A LATIN TUNE, A MANHATTAN MOON AND YOU (FT VC)
CLEAR OUT OF THIS WORLD (FT VC)
4★ 3228 Harry Horlick
THREE O'CLOCK IN THE MORNING (Waltz VC)
MASQUERADE (Waltz VC)
2★ 5836 Cliff Bruner and His Boys
TAKE ME BACK AGAIN (HB)
I'M HEADIN' FOR THAT RANCH IN THE SKY (HB)
3★ 5837 Rice Brothers' Gang
NO MATTER WHAT HAPPENS MY DARLING (HB)
BELOW THE RIO GRANDE (HB)
3★ 5842 Red River Dave
THINGS THAT MIGHT HAVE BEEN (HB)
STARS OVER LAREDO (HB)

WE BUY
USED RECORDS
Small or Large Quantities
•
DON McDONALD
2201 S. Grand Avenue
Los Angeles, Cal.
PRospect 3867

4★ 3195 Ink Spots
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (V)
WHAT CAN I DO? (V)
4★ 3196 Jan Savitt
HER NAME WAS ROSITA (FT VC)
I'M STEPPING OUT WITH A MEMORY TO-NIGHT (FT VC)
3★ 3197 Jimmy Dorsey
HOW CAN I EVER BE ALONE? (FT VC)
TENNESSEE FISH FRY (FT VC)
4★ 3199 Ella Fitzgerald
SHAKE DOWN THE STARS (FT VC)
I FELL IN LOVE WITH A DREAM (FT VC)
5★ 3201 Glen Gray
I DREAM OF JEANIE WITH THE LIGHT BROWN HAIR (FT VC)
BEAUTIFUL DREAMER (FT VC)
3★ 5833 Shelton Brothers
COO SEE COO (HB)
I'M A HANDY MAN TO HAVE AROUND (HB)
3★ 5834 Village Boys
LET'S MAKE BELIEVE WE'RE SWEETHEARTS (HB)
ANYTHING THAT'S PART OF YOU (HB)
4★ 3182 Bing Crosby & Johnny Mercer
ON BEHALF OF THE VISITING FIREMEN (VN)
MISTER MEADOWLARK (VN)
4★ 3193 Glen Gray
ROCK ISLAND FLAG STOP (FT VC)
UNDER A BLANKET OF BLUE (FT VC)

VARSITY

4★ 8335 Van Alexander
I CAN'T RESIST YOU (FT VC)
JUNGLE JIVE (FT VC)
2★ 8325 Jimmie Livingston
I'M GONNA SIT AT THE LORD'S TABLE (FT VC)
I LOOK DOWN THE ROAD (FT VC)
4★ 8330 Ceelle Burke
SUMMERTIME GIRL (FT VC)
AT THE BEND OF THE RIVER (FT VC)
3★ 8332 Lou Breese
I'M NOBODY'S BABY (FT VC)
LITTLE FIREFLY (FT VC)
3★ 8337 Buster Bailey Sextet
APRIL IN PARIS (FT)
SHOULD I? (FT)
3★ 8339 John Ryan
BUDWEISER'S A FRIEND OF MINE (Waltz)
SCHLITZ (Waltz)

Immediate
RECORD SERVICE
Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS

3★ 8341 Lang Thompson
HAWAIIAN PARADISE (FT VC)
I'M FALLING IN LOVE WITH A DREAM (FT VC)
4★ 8308 Olsen & Johnson
OH! GEE! OH! GOSH, OH! GOLLY, I'M IN LOVE (FT VN)
MY HEARTZPOPPIN' (FT VN)
3★ 8316 Lang Thompson
THE BREEZE AND I (FT VC)
I'LL NEVER SMILE AGAIN (FT VC)
3★ 8317 Van Alexander
CHERRY (FT NC)
SLAP JACK (FT VC)
4★ 8318 Olsen & Johnson
MY MOMMIE SENT ME TO THE STORE (FT VN)
BOOMPS-A-DAISY (Waltz VN)
1★ 8320 Sanford & Herman Hertz
MY BUDDY (VN)
THE AIR BATTLE (V. Descriptive)
4★ 8327 Rudy Vallee
LET'S DO IT (VN) Pt. 1
LET'S DO IT (VN) Pt. 2
2★ 8319 Castro Brothers
CAMINA PA' ALANTE CONGA (Conga VC)
ENTRE LIRIOS Y CLAVELES (Bolero VC)
3★ 8334 Orquesta Nacional De Boffili
EL MANGUERO (Pregon VC)
LA CONGA CHENE (Conga VC)
3★ 8321 The Railroad Men
WHEN THAT MIDNIGHT CHOO CHOO LEAVES FOR ALABAM (V)
CASEY JONES (V)
3★ 8323 The Railroad Men
WRECK OF THE 97 (V)
I DON'T LIKE NO RAILROAD MAN (V)
IF I DIE A RAILROAD MAN (V)
I WENT DOWN TO THE DEPOT (V)
3★ 8328 Van Alexander
ON BEHALF OF THE VISITING FIREMEN (FT VN)
I WON'T GO HOME TILL YOU KISS ME (FT VC)
4★ 8329 Lang Thompson
JUST THE KIND OF A GIRL (FT VC)
RAGTIME COWBOY JOE (FT VC)
3★ 8333 Buster Bailey Sextet
THE BLUE ROOM (FT)
AM I BLUE (FT)

VICTOR

3★ 26644 Duke Ellington
A PORTRAIT OF BERT WILLIAMS (FT)
BOJANGLES (FT)
4★ 26645 Wayne King
I'D LOVE TO LIVE IN LOVELAND (W VC)
IF I FORGET YOU (FT VC)
4★ 26646 Bob Zurke
RHUMBOOGIE (FT VC)
COW COW BLUES (FT)
3★ 26647 New Friends of Rhythm
HEAVY TRAFFIC ON CANAL STREET (FT)
MOOD IN QUESTION (FT)
3★ 26640 Sidney Bechet
SHAKE IT AND BREAK IT (FT)
WILD MAN BLUES (FT)
4★ 26642 Artie Shaw
DREAMING OUT LOUD (FT VC)
NOW WE KNOW (FT VC)
3★ 26643 Sammy Kaye
BLUEBERRY HILL (FT VC)
MAYBE (FT VC)
4★ 26633 Sammy Kaye
ORCHIDS FOR REMEMBRANCE (FT VC)
DOWN BY THE O-HI-O (FT VC)
5★ 26634 Larry Clinton
THE NEARNESS OF YOU (FT VC)
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (FT VC)
3★ 26635 Hal Kemp
YOU AND WHO ELSE? (FT VC)
IT WOULDN'T BE LOVE (FT VC)
4★ 26636 Tommy Dorsey
YOU THINK OF EV'RYTHING (FT VC)
HONG KONG BLUES (FT VC)

VOCALION

4★ 5577 Dick Jurgens
KNIT ONE, PURL TWO (N FT)
I CAN'T RESIST YOU (FT VC)
3★ 5582 Adrian Rollini Trio
MARTHA — AH! SO PURE (FT)
HONKY TONK TRAIN (FT)
4★ 5565 Frankie Masters
BLUE LOVEBIRD (FT VC)
CLEAR OUT OF THIS WORLD (FT VC)
3★ 5566 Cab Calloway
HARD TIMES (FT VC)
WHO'S YEHOODI? (FT VC)
3★ 5570 John Kirby
LITTLE BROWN JUG (FT)
IMPROMPTU (FT)

• •

"If I want to go away for the week-end I just tell my wife I'm going fishing."
"Do you ever catch anything."
"Sure, when I get home." ◆

Why Music Operators Welcome Wired Music

By M. H. STEARNS
President of Recordall Sales Corp.

1. Tremendous increase in income. The actual average "take" in mediocre locations has proven to be between $40.00 and $50.00 weekly.

2. Wide selectivity. The operator can have an unlimited library of records, utilizing everything old or new, classical or swing.

3. A saleslady at every location. The girl operator actually sells the music and sets a new record in profits with Wired Music.

4. Locations happy. They clamor for Wired Music because of the increased "take" and because it brings popularity to their place of business, giving them a "live wire" hostess to keep the program of fun and music going and aiding them in selling their other merchandise by holding the customers there.

5. The "personality" behind the music box. This human contact between the customer and the hostess builds customer "good-will"; they pay money to talk to the girl; they like to call her by name and have her know their name; they are pleased to have her play what they select and are glad to accept her suggestions for new or old time records. Many customers call in and tell the girl to play anything, leaving the choice up to her better knowledge of the music.

6. Low upkeep. With Wired Music there is not the annoyance of changing records constantly. Records need only be added as desired to the stock on hand; there is no changing to be done. There is no need to make routine service calls, as with the Monitor Listening device on "Rhythm-Air" the girl operator listens in to the music just as it sounds at the location and checks it in this way. With the Decibel Meter the power is checked or changed at the control board by the girl operator. The Tone Control gives either soft, intimate music, or loud, throbbing music. The tempo is also controlled by the girl operator on "Rhythm-Air" equipment, speeding up or slowing down as the music is desired. The money need not be counted as the Sealed Totalizer keeps an automatic, foolproof record of the "take"; the amount in the cash box is known at all times. There is no chance to "knock down." The "line charge" which is taken out of the cash before the operator splits 50-50 with the location, is more than enough to pay all operating expenses. The list of selections available need never be discarded but only added to as you buy new records. We suggest a music menu, or booklet with loose-leaf, so that another page of printed selections can be added from time to time as records are purchased. New cabinets can be added each year without discarding the mechanism inside. It is removed from the old and placed in the new at only the cost of new cabinet shells.

7. Pays for itself in short time. A 20-unit "Rhythm-Air" Wired Music system can pay for itself in 4 months of operating. We suggest that an operator start with 10 if necessary, but to build up to 20 as soon as possible, as it is almost as cheap to operate 20 as 10, therefore the second 10 gives the big profit. The first 10 make a good living but for the velvet add more. Any and all locations are yours if you can give them Wired Music, and we feel the best insurance against lost spots is "Rhythm-Air" Wired Music.

8. Variety. We have talked with patrons in locations having our equipment and among many comments on Wired Music are these: they like the human element; they can get any kind of music any time they want it; they get old-time records played that they haven't heard in years and years; they get a "kick" out of having the girl answer them and take an interest in their wishes; they can get classical music and the play on the classicals is surprising—these are 10c each; they can get national anthems of all countries and at this time there are many requests for these; Wired Music creates a social atmosphere at the locations.

9. Big future. We feel Wired Music has a great future, giving the operator a permanent business, permanently located. ◆

Upton Appointed Cal. Simplex Mgr.

LOS ANGELES—Art Freed, partner in the California Simplex Distributing Company, Wurlitzer distributors for the state of California, announced appointment of Roy Upton as manager of the local branch office at 2275 West Pico Street.

Upton is well known in the music operating field in California, having been actively identified with it for the past eight years. He has already taken over the managerial reins and is greeting the many Southern California operators at his offices and showrooms.

At the same time it was announced that in the future a complete stock of all Wurlitzer parts will be maintained in both Los Angeles and San Francisco at the California Simplex headquarters. No longer will it be necessary for operators to visit the Wurlitzer warehouse or wait for parts shipments from the North Tonawanda factory.

"Service to our operators is our paramount aim," stated Freed in making the announcement. "From henceforth our operators will experience the true meaning of the word 'Service' for we expect to be able to supply their every need without delay. We welcome suggestions and criticisms from operators so that we can serve them to the Nth degree." ◆

Origin of "Juke Box" Explained

CHICAGO—In the June 25th issue of the *Chicago Tribune* "Neekie" writing in the "Line O' Type or Two" column explains the origin of the expression "Juke Box" as follows:

"To clear up the mystery of the origin of the term 'Juke Box'; The old fashioned music boxes and other tinkle-tinkle novelties such as candy boxes, powder boxes, etc., were manufactured by Julius Juke & Sohne of Switzerland. I found the name of this firm on an old music box in Savannah." ◆

TEXAS

HEARN AND ATKINS HOSTS TO OPS . . . LIMIT CATCH AT EAGLES NEST LAKE . . . WURLITZER TRAINING SCHOOL OPENS . . . DECCA OPENS BRANCH.

By JOHN G. WRIGHT

HOUSTON, (RC) — Operators Lester Hearn, Sam Ayo, and W. C. Atkins were hosts to Houston and Harris coinmen at the June social meeting at the Milam building on the evening of June 13th. Between forty and fifty were present to enjoy an evening of feasting, entertainment, and good fellowship.

H. W. Crowe, Rock-Ola salesman for Stelle & Horton of Houston, gave his new Mercury a nice road trial when he took a group of operators to Eagles Nest Lake, N. M. on a fishing trip. F. S. Clancy, Sam Ayo, Red Harrington, of Houston, and Jack Renfro, of West Columbia, made the trip with Crowe. They caught the limit within two hours and reported an enjoyable trip.

A free training school in Houston for South Texas Wurlitzer phonograph operators has attracted much favorable attention. The course, dealing mainly with upkeep and maintenance, is thorough and entirely practical. Latest model chassis and cabinets are used to demonstate each point. Leo Pascik, Wurlitzer factory inspector, is conducting the school.

John G. Wright

Operator J. G. Webb and W. T. Franklin of Bryan Novelty Company of Bryan, stopped a day in Houston on their way to Dickinson for a week-end of fishing. Franklin, by the way, has a new member in his family; a bouncing boy named Patrick.

C. F. Owens, of Jasper, is seriously ill with high blood pressure and is confined to a local hospital.

Decca Distributing Corporation opened a branch office in Oklahoma City, Okla., late in May. Paul Beardsley is manager. The branch will serve operators in Oklahoma and the Panhandle section of Texas. ◆

• •

Cute Girl: "Jerry gave me this lovely engagement ring. Doesn't it excite you?"

Cuter Girl: "Yes, I nearly cried when I had to give it up." ◆

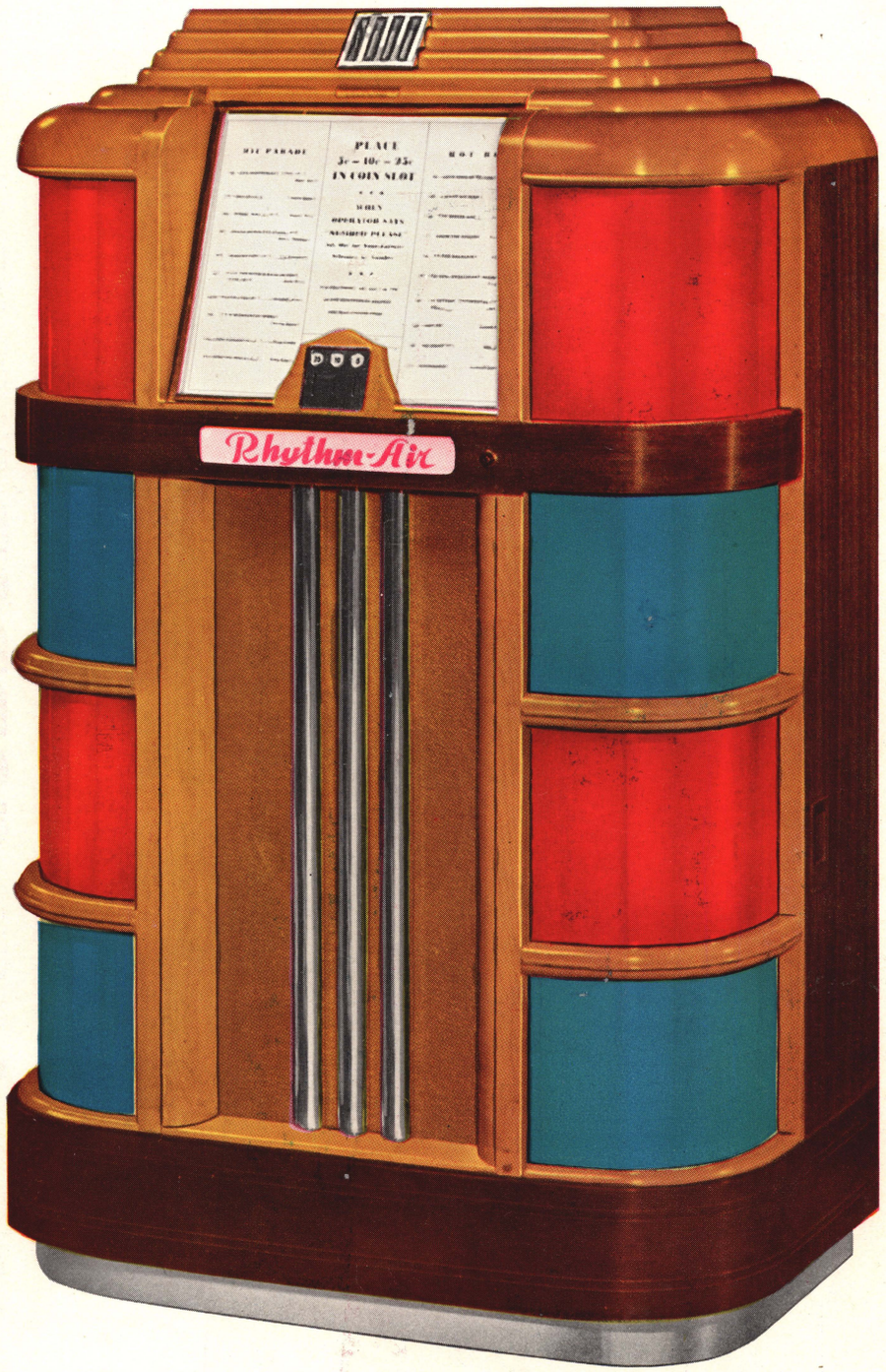
OPERATORS
INSIST ON AN AUTOMATIC PHONO NEEDLE WITH SYMPHONIC TONE
Sample 35c
MAESTRO POINT
2000 Plays
THE ELDEEN CO.
176 West Wisconsin
Milwaukee Wis.

MARBLE GLO
Complete Amusement Machine Repair and Refinishing Service
•
PLASTICS INSTALLED
•
Get Our Estimate FIRST!
•
Experienced Phonograph Hauling RATES SURPRISINGLY LOW
HERRING REFINISHING CO.
2319 W. Pico St. Los Angeles, Cal.
DR. 4010

GET A LINE ON

"Rhythm-Air"*

WIRED MUSIC AT ITS BEST



Cabinets in Blond to Dark Walnut Woods • Illuminated Panels in Gorgeous Colors • Super-Sensitive Crystal Mike at Voice Level • Clear, Concert-Tone High Fidelity Speaker • Latest Type Automatic Slug Rejector and Coin Chutes
Height 56 Inches—Width 36 Inches—Depth 20 Inches—Weight 168 Pounds.

"RHYTHM-AIR"

Cabinets in 40 Different Color Combinations!

Gold or Silver Grill Cloth. Highly Polished Chromium Bars, Coin Slots, Window Trim and Mike-Grill Enhance Beauty.

"RHYTHM-AIR"

Remote Control Wall and Counter Boxes Available!

Program Sheet and Coin Slots Illuminated with Indirect Lighting.

"RHYTHM-AIR"

Merchandises Your Music with a Live Hostess at Each Location!

Will Triple Your Take!

"RHYTHM-AIR"

Gives Purer Record Tone—Superior Volume, Adjustable to Any Size Location.

Acceptable in High-Class Locations that Wouldn't Consider Music Boxes Before!

"RHYTHM-AIR"

Has Established Factory Back of Every Part—Standard Manufacturers' Guarantee.

Simple! Easily Installed, with Low Operating Costs.

Immediate Delivery

RECORDALL SALES CORP.

2619-25 SANTA FE
LOS ANGELES, CALIF.

★

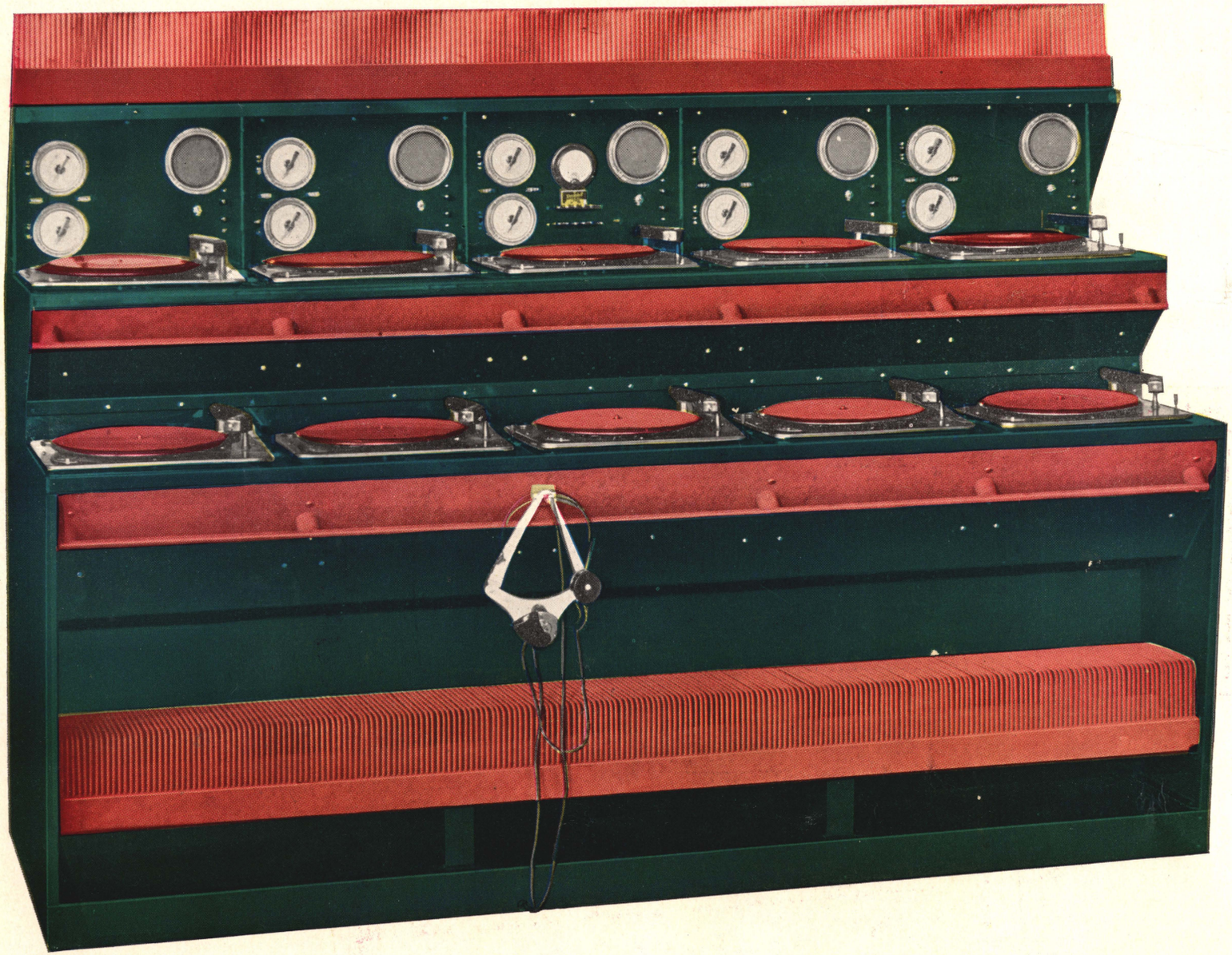
M. H. STEARNS
President

★

* Trade-Mark Reg. U. S. Pat. Off.

(CONTINUED ON NEXT PAGE)

Only Recordall's "RHYTHM-AIR" Has All These Features



A 10 Unit "RHYTHM-AIR" All-In-One Control Board • Length 6′ 10″—Depth 29″—Height 60″ with Record Rack

CHOICE TERRITORIES OPEN . . . WIRE, WRITE OR PHONE . . . IMMEDIATE DELIVERY

- **TWO-WAY TALK** without switching or holding key. Requests accepted while music playing. Compartments for requested records under each turntable.
- Accurately calibrated **DECIBEL METER**—avoids any chance of cross-talk into adjoining lines.
- Recordall's patented **CONVERSION UNIT** enables RHYTHM-AIR to work on any existing telephone circuit.
- **AUTOMATIC COIN INDICATOR** Shows amount deposited each play.
- **BREAST-MIKE AND HEAD-PHONE.** Standard telephone equipment. Girl's hands free to play records. Only one operator needed.
- **MONITOR LISTENER.** Checks on record play and location reaction.
- Sealed **TOTALIZER.** Fool-proof bookkeeper. Gives permanent record of "take." No chance to "knock down."
- Upper and lower felt-lined **RECORD RACKS.** Capacity 500 records—1000 selections to each 10 unit system.
- **CONTROL BOARD IN REINFORCED STEEL WITH BAKED ENAMEL FINISH**
- Every part fully patented. Tested and proved under all operating conditions.

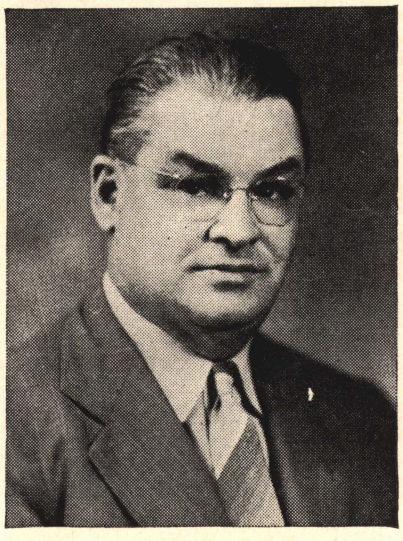
RECORDALL SALES CORPORATION

2619-25 SANTA FE AVENUE
LOS ANGELES, CALIFORNIA

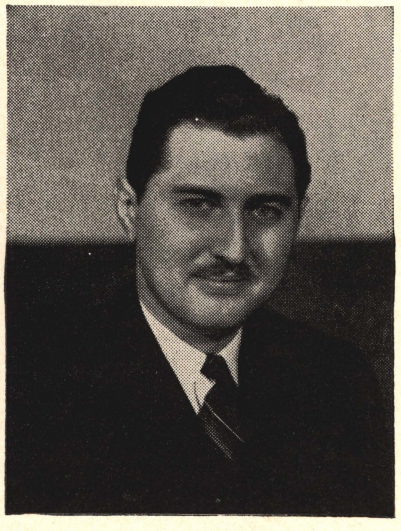
Pictorially Speaking

Snapped in Dallas recently were Mr. and Mrs. Herbert T. Rippa, of the Blue Bonnet Music Company, Wurlitzer Music Merchants; Leo Pasciak, Wurlitzer Service Instructor; Roy Waltemade, Comptroller of the Rudolph Wurlitzer Company; Bob Bleekman, Wurlitzer's Texas District Manager and a gent who knows a lot about entertainment, too—the world's ex-heavy weight champ, Jack Dempsey.

T. J. Hicklin of Fort Wayne, Ind., has been appointed district manager by Homer E. Capehart for Packard Manufacturing Company for upper Michigan, Wisconsin, Minnesota, North and South Dakota, Nebraska, and Iowa. Tony Hicklin was formerly salesmanager for the Capehart Corporation of Fort Wayne, Ind. He will soon move to Minneapolis, Minn.

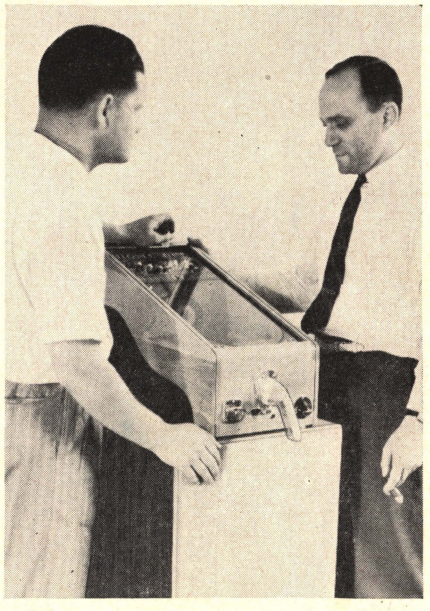


The announcement by Homer E. Capehart of the appointment of Ralph E. Rigdon of Morristown, Ind., as District Manager for Packard Manufacturing Company, Fort Wayne, Ind., for the northern part of Indiana, Ohio and lower Michigan will be news to his host of friends in that territory. Ralph was associated with The Rudolph Wurlitzer Company for the past five years.

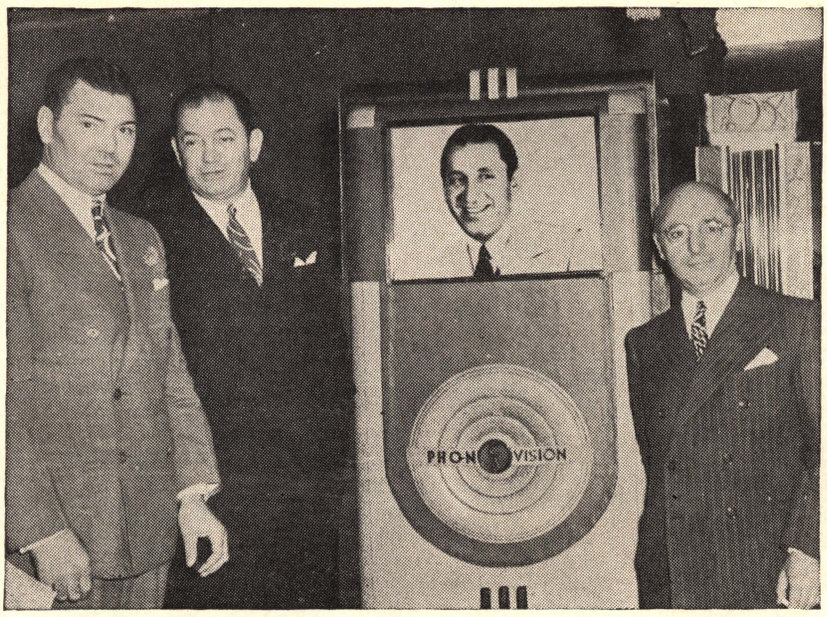


The appointment of Rudolph Greenbaum of Kansas City, Mo., as District Manager for Packard Manufacturing Company, Fort Wayne, Ind., for the states of New York and New Jersey has been announced by Homer E. Capehart. "Rudy," as he is known to all in the industry, will shortly move to New York City where he will be available to help operators in his territory. "Rudy" has had long experience in various divisions of the coin machine industry in executive positions.

Staff of Southern Distributing Company, Memphis. Left to right: W. C. McCann, Erskin Alderson, Ernest Wessels, Ann Wessels, Tom Prewitt, Tom Sharp, Allen Keller, Kemmons Wilson, Shirley Rank, Celia Camp and C. A. Camp. Firm is Wurlitzer Distributor.



Harold Schaef (left) head of the Victor Vending Corporation, and Dave Robbins, popular New York Jobber, get together at the preview of "Home Run," Victor's new counter game. Robbins is thoroughly sold on the merits of "Home Run," placed a sizeable order with Schaef and indicated more orders would follow in quick succession as he states this new counter game and vendor has the essential qualities necessary to get and hold the interest of the public. This game vendor, concluded Robbins, is a natural for steady profits.

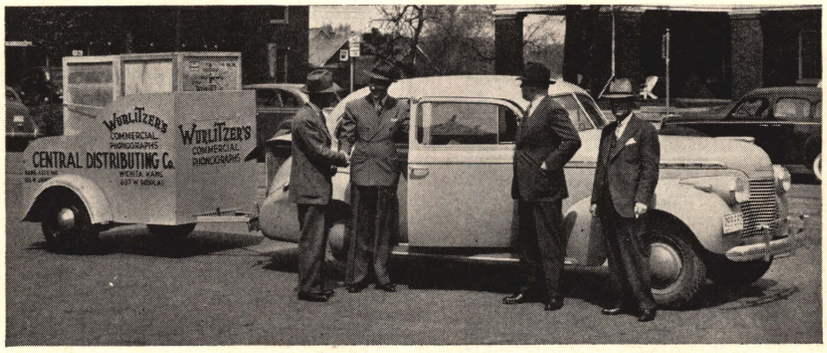


Snapped at the world premiere showing of Phonovision at Jack Dempsey's Broadway Restaurant, New York. Left to right are Jack Dempsey, Frank P. Orsatti, President of the Phonovision Corporation of America, and Samuel Sax, formerly producer of Warner Brothers Vitaphone Short Subjects for the past ten years, and now in charge of Phonovision film productions. Abe Lyman (shown on screen) and his Californians was the first band to be "Phono-vised."

A familiar face returns to the Coin Machine Industry. None other than Homer Capehart, who now heads the Packard Manufacturing Company, Fort Wayne, Indiana. First product of the firm is the new Heads-Up Selector.

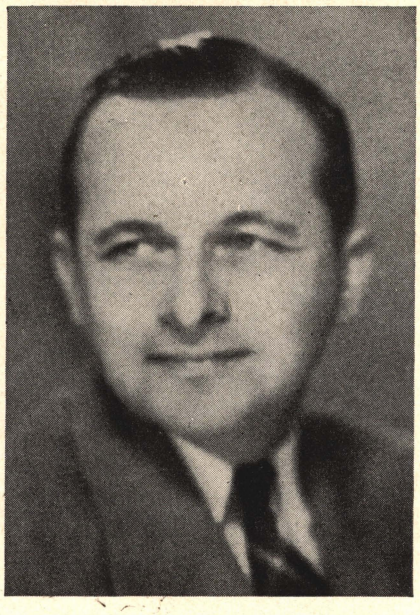
Fred Bakall, service and delivery man; Bernard Klein, in charge of record sales to ops; and Jack Sheppard, head of the United Record Sales Company, Varsity and Royale record distributors for Eastern Pennsylvania, line up in front of the firm's new Philadelphia headquarters.

Recently appointed Wurlitzer Distributors for Los Angeles and San Francisco, the California Simplex Distributing Company has quickly become one of the most active organizations of its kind in the industry. Above Art Freed, part owner, shakes the hand of William Parr, while Alvin Goldberg, the other half of the ownership, Miss Bailey, J. D. Turner and E. E. Scott look on.



No waiting for deliveries when the Central Distributing Company representative from Kansas City and Wichita calls on ops. This bustling Wurlitzer distributor says "Europe's motorized columns have nothing on us. We've prepared to move in quickly, too." R. F. Mason, Central exec. congratulates salesman M. A. Bartels as he leaves to deliver another order. District Manager M. H. Rosenberg and T. C. Crummett, partner in Central, are on hand for the send-off.

Fishermen all! Sam Ayo, Doc Clancy, Jack Rentro, Red Herrington and H. M. Crowe line up for a picture just before setting out for the big ones on Crow's fishing party at Eagle's Nest, New Mexico. Each of the Texas coinmen caught the limit in two hours.



My Sincere Thanks

. . . . . to the music operators of California, Arizona and Nevada for their patronage and loyal and sympathetic support during the past few years.

I count amongst my fondest treasures the many friendships of the automatic music operators in the three western states. I have tried sincerely to handle each and every transaction to the complete satisfaction of each individual operator . . . and such shall be my policy in the future.

Again I say thank you and invite you to drop in for a "gab-fest" at my regular address at 1025 North Highland Avenue in Hollywood, California.

W. E. Simmons

◆

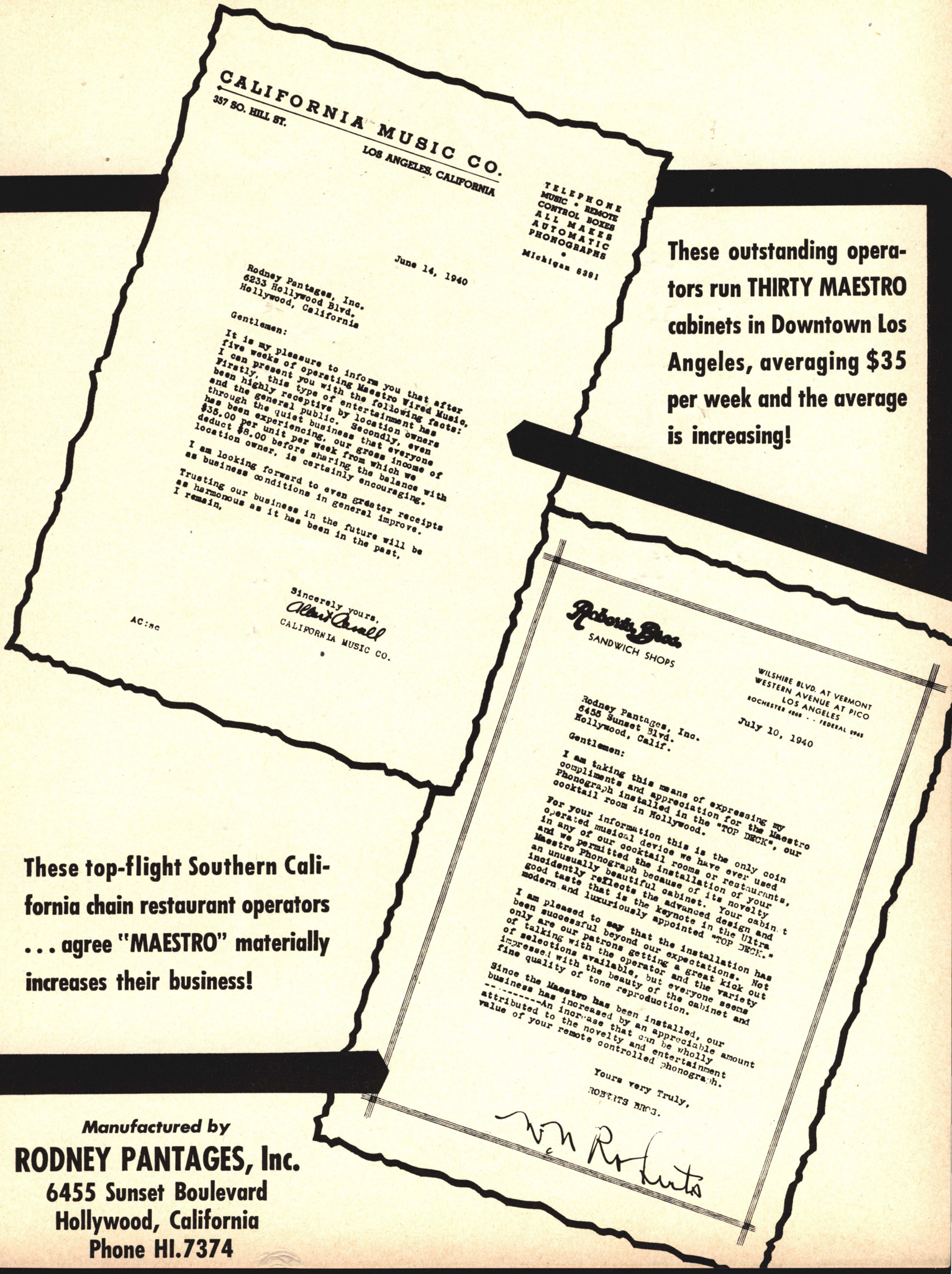
Watch The REVIEW for Further Announcement

Maestro MAKES BIG MONEY FOR EVERYONE!

Operators and Location Owners are Unanimous in Praising "MAESTRO'S"

- ★BIG PROFITS!
- ★EXQUISITE CABINETS!
- ★HIGH-FIDELITY REPRODUCTION!
- ★FOOL-PROOF AND TROUBLE-FREE OPERATION!

YOU OWE IT TO YOUR BUSINESS TO INVESTIGATE MAESTRO "WIRED MUSIC" TODAY!



CALIFORNIA MUSIC CO.

357 SO. HILL ST. LOS ANGELES, CALIFORNIA

TELEPHONE
MUSIC • REMOTE
CONTROL BOXES
ALL MAKES
AUTOMATIC
PHONOGRAPHS
•
Michigan 6391

June 14, 1940

Rodney Pantages, Inc.
6233 Hollywood Blvd.
Hollywood, California

Gentlemen:

It is my pleasure to inform you that after five weeks of operating Maestro Wired Music, I can present you with the following facts: Firstly, this type of entertainment has been highly receptive by location owners and the general public. Secondly, even through the quiet business that everyone has been experiencing, our gross income of $36.00 per unit per week from which we deduct $8.00 before sharing the balance with location owner, is certainly encouraging.

I am looking forward to even greater receipts as business conditions in general improve.

Trusting our business in the future will be as harmonous as it has been in the past,

I remain,

Sincerely yours,
Albert Arnall
CALIFORNIA MUSIC CO.

AC:sc

These outstanding operators run THIRTY MAESTRO cabinets in Downtown Los Angeles, averaging $35 per week and the average is increasing!

These top-flight Southern California chain restaurant operators . . . agree "MAESTRO" materially increases their business!

Roberts Bros.
SANDWICH SHOPS

WILSHIRE BLVD. AT VERMONT
WESTERN AVENUE AT PICO
LOS ANGELES
ROCHESTER 9966 . . . FEDERAL 9965

July 10, 1940

Rodney Pantages, Inc.
6455 Sunset Blvd.
Hollywood, Calif.

Gentlemen:

I am taking this means of expressing my compliments and appreciation for the Maestro Phonograph installed in the "TOP DECK", our cocktail room in Hollywood.

For your information this is the only coin operated musical device we have ever used in any of our cocktail rooms or restaurants, and we permitted the installation of your Maestro Phonograph because of its novelty incidently beautiful cabinet. Your cabinet is unusually reflects the advanced design and good taste that is the keynote in the Ultra modern and luxuriously appointed "TOP DECK."

I am pleased to say that the installation has been successful beyond our expectations. Not only are our patrons getting a great kick out of talking with the operator and the variety of selections available, but everyone seems impressed with the beauty of the cabinet and fine quality of tone reproduction.

Since the Maestro has been installed, our business has increased by an appreciable amount ----------An increase that can be wholly attributed to the novelty and entertainment value of your remote controlled phonograph.

Yours very Truly,
ROBERTS BROS.

W. H. Roberts

Manufactured by

RODNEY PANTAGES, Inc.
6455 Sunset Boulevard
Hollywood, California
Phone HI.7374

Mohr Comments On Keeney Boxes

LOS ANGELES—That the Keeney Wall Box has taken Southern California by storm is no myth if one is to visit the local offices and showrooms of Mohr Brothers and see the amount of orders being booked daily.

Commenting on the tremendous interest in the Keeney Box Mac Mohr stated: "All new varieties of amusement machines such as Wired Music and the like appearing on the market have their merits. But I sincerely believe the safest investment for the operator is the present type of Wall Boxes combining the phonograph with the Wall and Bar Box. The Keeney Wall Box, in my opinion, heads them all in flexibility and simplicity of installation and is adaptable to practically the entire field." ◆

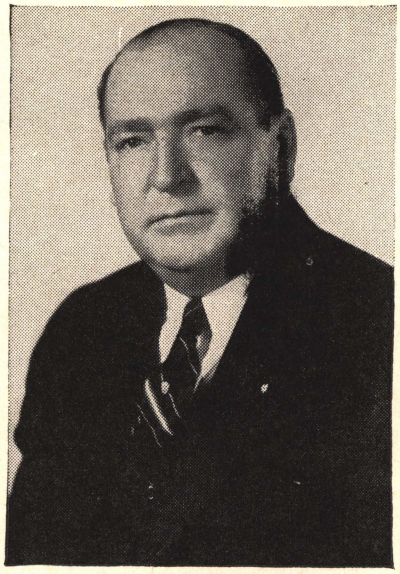
Coin Machines At N. Y. World's Fair

NEW YORK (RC)—In a return engagement that sees their popularity tremendously enhanced, coin machines have literally taken the New York World's Fair by storm. Covering a wide section of the fair grounds proper where the machines render vending and even therapeutic service, they come into their own on the Gay White Way or the amusement center of the fair, delighting in games, palm-reading allurements, anti-aircraft ray guns and name-plate machines that are patronized at all times.

A survey of the fair grounds has produced the following interesting statistics. There are three hundred candy machines on the fair grounds, operated by Canteen, these machines having been placed near washrooms, around the principal walks and at almost every important pavilion or exhibit. Over two thousand coin lockers, controlled by the American Locker Company are featured; while two hundred penny cup vending machines operated by Dixie Vortex, greets the eye at every water fountain.

Highlighting the fair and supplementing the more sensational "guess-weight" attractions, are one hundred and thirty penny scales, sponsored by International Mutoscope and, in a wrinkle that is as much a part of the fun as it is a genuine therapeutic aid are, for the first time anywhere, fifty foot vibrators which Robert Herlinger of New York has placed. The latter, penny-vending, are very much like scales with the exception that electric currents are sent through the soles of the shoes and relieve the foot-weary visitors by timely and entirely harmless massages.

It is at the amusement center, with its emphasis on fun and entertainment, that one sees the coin machine come into its own in the penny arcade. While thirty and forty cents "come-ons" go begging at the fair and even Ripley's "Believe-It-Or-Not" odditorium, turns out to be only another Coney Island sideshow, the penny arcade has them coming, because it is open, honest, and what you pay for, you get. Among a galaxy of machines, Morris Cohen, operator of the arcade, told of the play the anti-aircraft ray gun is getting with customers waiting for the game; while the penny movies, bowling alley and the palm-reading machines get young, old, wise and unwise alike. Introduced as an experiment in the amusement center and with some hesitation, in view of the tremendous competition, the penny arcade has proved itself to be the most profitable enterprise in the entire concession, according to Cohen.



Homer E. Capehart announced the appointment of Earl E. Reynolds of Dallas, Texas, as District Manager for Packard Manufacturing Company, Fort Wayne, Ind., for the states of Texas and New Mexico. Earl is one of the old-timers in the automatic music industry, having represented The Rudolph Wurlitzer Company for many years. He also has his own distributing company at present.

Supplementing this activity, International Mutoscope rounds out a full battery of penny scales by a scintillating exhibit devoted to the Photomaton and winning a satisfactory share of the fun expenditures.

World Fair authorities in commenting on the general financial returns of the fair as a whole, are unstinting in their praise of the coin machines, maintaining that they have made for clean merchandising, lots of fun, and last but not least, have paid the greatest returns for the least utilization of space. ◆

Heavy Rush For Keeney Wall Boxes

SAN FRANCISCO — "It's difficult to keep samples on hand," declared Lou Wolcher in commenting on the demand for Keeney Wall Boxes at the San Francisco, Portland, Seattle, and Los Angeles sales headquarters. "As fast as the units arrive from Chicago the operators are taking them out, placing them in spots and doubling and tripling their former income."

The four offices have been regular beehives of activity in the past few weeks with orders piling up for immediate deliveries. ◆

• •

Sambo had joined a debating society, and the day after his first meeting he was being questioned by a group of his friends.

"What was de subject of de debate, Sambo?"

"De subject were 'What is de most benefit to mankind, de sun or de moon?'" replied Sambo.

"And which side did you take?"

"De moon's," said Sambo. "I argued dat de sun shines by day when we doan' need de light, but de moon shines by night when dat light mos' certainly am needed. An' dey couldn't answer dat, suh." ◆

• •

Lady: I wouldn't cry like that, my little man.

Small Boy: Cry as you please; this is my way. ◆

Okeh Replaces Vocalion Discs

BRIDGEPORT—The return of one of the grand old names in the record industry was announced July 5 by Edward Wallerstein, president, Columbia Recording Corporation, who stated that with Release No. 155 on sale throughout the country July 15, the name of Columbia's 35c record will be changed from Vocalion to Okeh.

For a time, releases of many Okeh artists will be found on both Okeh and Columbia labels. Okeh catalog numbers will be the same as Vocalion. The new label is a rich purple with gold lettering.

With the switch to Okeh, Columbia opens a smashing drive on the 35c line. All the big Vocalion names have been taken over with many new ones added.

"We believe that the new Okeh label will present a string of recording stars that has no equal in the 35c field," said Wallerstein. "In the popular division we have Gene Krupa, Count Basie, Dick Jurgens, Frankie Masters, John Kirby, Cab Calloway, Tommy Tucker, Ben Bernie, Tommy Reynolds, Lawrence Welk, Henry Russel, Horace Henderson, Al Donahue, Tiny Hill, Ray Herbeck, Del Courtney, Jack Leonard, Ginny Simms, Frankie Carle, Billie Holliday, and Six Hits and a Miss."

The decision to revive the Okeh label stems from the fact that the name is easy to say, easy to remember, carries punch and has a rich background. Developed during the World War by Otto Heineman, the name was made famous by President Woodrow Wilson, who first popularized the spelling "O-K-E-H".

The biggest Okeh hit was the "Laughing Record," issued in 1921. More than 3,000,000 copies were sold and a second edition of the number is still selling.

Columbia bought Okeh in 1927 and built up the immortal jazz library which is so valuable today. Okeh was the first firm to issue "race" records. Mamie Smith was the premiere "race" artist ballyhooed by Okeh and is still considered one of the most popular of all in that field. Bix Beiderbecke was an Okeh star. ◆

Gerber Sportland Opens In West

OCEAN PARK—Definitely stealing the crowds and holding them is the new Gerber Sportland recently opened on the pier at Ocean Park, Los Angeles' favorite beach fun zone.

The Gerber spot is already stocked with several hundred coin operated machines of every type imaginable. Nearly all of the machines operate with a penny and the play has been heavy and consistent daily.

A formal opening is planned in the near future when all of the machines are uncrated and spotted. Movie stars and lights will formally announce the new business. ◆

Parr Joins Buckley Music Systems

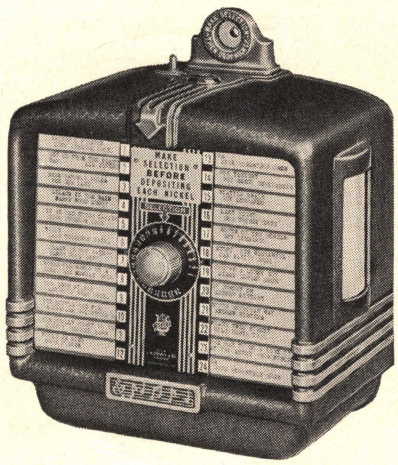
LOS ANGELES—On July 1st Bud Parr, former manager of General Music Company and California Simplex Distributing Company, announced his appointment as distributor for the Buckley Wall Boxes in Southern California.

"The present trend is to Wall Boxes," declared Bud, "and after careful study I am convinced the Buckley box leads the field. I will be glad to see all my old friends at my new headquarters at 2313 West Pico Street." ◆

Leading the Parade—

The KEENEY WALL BOX

You'll hear Keeney Wall Boxes getting a husky cheer from music operators all over the country. It is the system that has jumped their music collections FROM 200 TO 700%. It has their check and double check for the Keeney Box is adaptable to all makes and models, may be used with any of your present depreciated equipment and is the



ONLY SYSTEM THAT COVERS ALL OF YOUR PRESENT EQUIPMENT AND DOES NOT REQUIRE BUYING NEW PHONOGRAPHS

The Keeney Wall Box System is almost human in performance. No jam-ups regardless of how many boxes are played at the same time. As easy as door-bells to install. No wall chopping or conduits. Made-to-order for today's enterprising music operator.

Two Complete and Different Types of Installation:

1. BACK ROOM

Any 2 of your 12-record phonographs, such as Wurlitzer P30, P12, 312 and 412 or Rock-Ola 12-record phonographs may be combined into a special cabinet to make a 24-record installation. Amplification equipment is installed in back room out of sight.

2. FRONT ROOM

With this installation the phonograph can be played the same as Wall or Bar Box. Adapters are available for any of your Seeburg 20-record models, mechanical or electrical selectors, or any keyboard type Wurlitzer 500, 600, 700, or 800 phonographs.

CONVENIENT TERMS TO WELL-ESTABLISHED OPERATORS

GET THE FACTS NOW — DON'T DELAY!

DISTRIBUTORS FOR PACIFIC COAST

Northern California

ADVANCE AUTOMATIC SALES CO.
1021 Golden Gate Avenue
SAN FRANCISCO, CALIF.

Southern California

MAC MOHR
MOHR BROTHERS
2916 W. Pico St., Los Angeles, Cal.

●

In Oregon

WESTERN DISTRIBUTORS
1226 S. W. 16th Avenue,
PORTLAND, OREGON

In Washington

WESTERN DISTRIBUTORS
3126 Elliott Avenue
SEATTLE, WASHINGTON

ANNOUNCEMENT!

To My Many Friends:

After due consideration I have given up my position with the California Simplex Company.

I am now devoting my entire time to the Industry's latest and greatest money maker.

BUCKLEY WALL BOXES

I have investigated this music system thoroughly and have found it the largest money making proposition that was ever offered to the automatic music operators.

You owe it to yourself to come in and investigate the Buckley Music installation.

THE WALL BOXES THAT REALLY WORK!

BUD PARR

2313 West Pico Blvd. **Los Angeles, Calif.**

EXposition 9281

Nathanson Takes Mexico For Pfanstiehl

WAUKEGAN—Announcement has just been made by the Pfanstiehl Chemical Company of the appointment of William Nathanson, Mexico D. F. as the exclusive distributor of the 400 play Pfanstiehl needle for the entire Republic of Mexico.

Bill Hemminger, Sales Manager of Pfanstiehl in commenting on the new announcement said, "We are confident with the appointment of Nathanson as our exclusive distributor in Mexico that we can expect some mighty fine business from this territory.

"For quite some time we have been making substantial shipments of Pfanstiehl needles to operators in Mexico. Many of these fellows have written us expressing their great satisfaction with the greatly superior tone of the Pfanstiehl needle, the longer wear, and its many time-saving features on service calls.

"However, the compliments most prevalent for the last few weeks have been for the new "break in" feature of the Pfanstiehl needle. This feature has been made by the recent development of a secret process of applying an extremely high polish to the needle point which gives the equivalent of actually playing the needle on four or more records.

"This further reduction in record wear has certainly made a big hit with these operators and they're losing no time in letting us know about it.

"Thus with Nathanson's wide acquaintance among operators in this territory and the enthusiasm with which the needle has already been received, the appointment looks like a natural for some real business." ◆

Eldeen Business Continues Growth

MILWAUKEE—Business is good with The Eldeen Company and in fact beyond the expectation of its management. It is now entering into the third year in the automatic phonograph industry and by comparison the first five months of 1940 show an increase of 142% in sales over the first five months of the year of 1939. This in itself is an indication of the acceptance by the trade of the Eldeen Maestro Point automatic phonograph needle.

Increase of business however does not fall into a manufacturer's lap just because he has a good product. There are many factors that must be co-ordinated in order to eventually lead to progress in the marketing of any product. One most vital step is to consistently advertise to create consumer demand. The second is to have a product of merit and the third to extend cooperation to those with the channels through which the product eventually meets the ultimate consumer. Maestro Point as it enters into its third year in the phonograph industry does so as an internationally known product. Distributors dot the earth's surface.

"Before the outbreak of war in Europe we had many pleasant letters with customers on the continent of Europe," said Harold Olson. "One such letter, dated April 29th, 1940, was received here the day the Germans attacked the fort at Liege, Belgium. The letter requested a shipment of Maestro Points and in the letter stated:

'Remembering Belgium before 1914 and seeing how we are ready now, you can tell your American friends in all confidence that Belgium of '14 is not the same now. To attack us would require two million men at this time and we would not be beaten yet.'

"As we enter into our third year arrangements for expansion are taking place and new items are being added to the Eldeen line. In the next several days the Eldeen cutting needle will be announced to the record recording branch of the industry. The Eldeen cutting needle is an improved long life cutting needle, marketed in individual packages at a low price to the consumer." ◆

Wurlitzer Appoints New Dist. Manager

LOS ANGELES — Announcement was made here the middle of June of the appointment of W. A. (Bill) Bye as District Manager for the Rudolph Wurlitzer Company in California, Arizona and Nevada.

Bye is not new to the music business having been connected in various capacities for the past twenty-two years. A goodly share of this time he has been, either indirectly or directly, with the Wurlitzer organization.

In the Middle West and East Bye is well known and just recently left a District Managership in the Arkansas sector.

"I hated to leave my many friends in the Middle West," said Bye commenting on his new appointment, "but I hope to make many new ones in the West. I am pleased with the type of operators in this new territory and I know working with them will be a constant pleasure."

For the time being Bye is making his headquarters at the Los Angeles and San Francisco offices of the California Simplex Distributing Company. ◆

Helpful Tips on Vending

The following helpful tips on operating vending machines are from a new booklet entitled "Making Money With A Chain Of Bulk Vendors" published by the Northwestern Corporation:

Stay out of locations during rush hours. Remember a smile goes a long way. Treat all customers and employees with respect. Always refund cost of phone calls made by locations for servicing. Be neat and clean in appearance, never start your day's work without shaving. Phone your office or home without fail for service calls, complaints and adjustments. Don't knock your competition, tell your proprietor the merits of your own product and servicing.

Identify your machines with a sticker or name plate so the location can have immediate access to your phone number for service calls without inconvenience. Usually a small sticker will serve the purpose. Place one of them back of the globe, another inside the machine. Also have some secret mark on the mechanism or base so that you can prove ownership of the machine under any conditions.

Don't spill merchandise on the floor. If you do, by all means clean it up. Always do your work to one side quickly and diplomatically. Don't park your car at or near the gasoline pumps when servicing machines in the service stations. Don't clean globes with a dirty rag. Don't service machines on bars or show cases as you may scratch the bar or break the glass case.

Don't carry dirty, dinghy looking cartons into locations to service machines. Don't put pennies or slugs in your pocket until you have counted the commission. Don't count too fast, the owner gets ideas in his head if you do.

If you have a machine on location that does not sell merchandise there is a reason why. The answer may be wrong merchandise, wrong type of machine, color, slugs, the location owner does not like your discouraging and indifferent attitude, too much competition, machines should be near case or telephone booths, too small a machine, out of order, stale merchandise in machine, dirty machine, locks being tampered with.

Merchandise put in paper bags with enough merchandise to fill a machine is a handy aid in servicing.

Some operators have found by carrying a supply of clean globes with them at all times, they can replace dirty globes on location, without delay and mess of washing globes on location. The dirty globes are then cleaned at night and ready for the same procedure the next day.

Another good time saver is to carry one or two extra machines with you so that when machines on location have been tampered with or are out of order you will not have to waste time repairing them. The extra machine can be placed on location, the disabled machine looked over later.

Always have a cheerful word for everyone—don't grumble about this and that. Don't argue, and be careful about "kidding," many times a kidding remark made in fun will offend.

If you have a machine on a highly polished bar or glass show case furnish small rubber pads to go under the machine, and be sure to remove the machine from the bar when servicing it.

The practice of leaving a receipt showing the amount of commission paid and the signature of the person receiving it is a good one. Many times the owner is not present when the commission is paid and, should any question arise, you have the signed receipt to fall back on. ◆

Automatic Games Builds Foundry

CHICAGO—The only way to break a record is to make one first. So think the executives of Automatic Games who this month announced another expansion of their firm.

Month after month the increased demand and popularity of the Silver King line has forced Automatic Games to employ additional help, seek larger quarters and now to expand the aluminum foundry, under the name and management of Adolph Tice, who since 1937 has been doing such an excellent job exclusively for Silver King parts, coin counters, carriers, and stands.

A modern cement block building on the main highway into Aurora at the outskirts of the town is nearing completion. The plant will be of sufficient size to handle all of the aluminum work as well as take on the aluminum parts for other vending and allied firms.

Tice, and Automatic Games officials wish to thank the jobbers and operators whose loyalty and co-operation have made it possible to employ more men and produce better merchandise thus being able to contribute in some small degree to better and more prosperous conditions throughout the nation. ◆

A colored preacher at the close of his sermon discovered one of his deacons asleep. He said: "We will now have a few minutes of prayer. Deacon Brown will lead."

"Lead," said Deacon Brown, suddenly awakening, "I just dealt." ◆

No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the MACHINE OF TODAY!!!

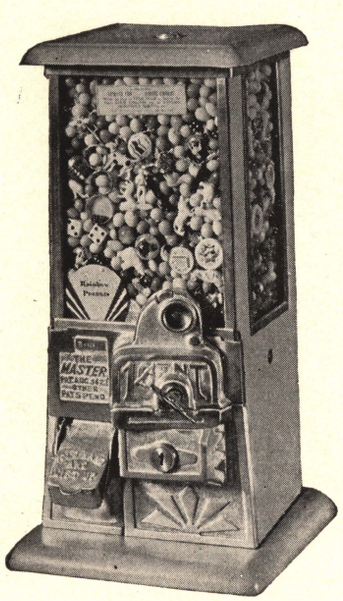
For further details and prices ask

M. BRODIE CO.
2180 Pacific Ave. Long Beach, Calif.

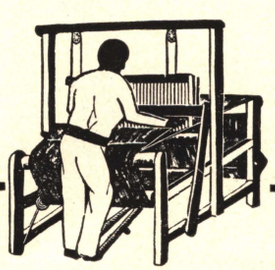
VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

The NORRIS MFG. CO.
553 Wager St., Columbus, O.



Master Novelty
PENNY PLAY



HAND WOVEN CRAVATS

The Chief

A new 100% hand woven all-wool fabric, embodying the glorious patterns of the Indians of the old West, hand tailored into exquisite cravats especially for us by GRAYCO . . . a name famous for years as the outstanding neckwear stylist in the West.
You cannot miss on these unusual cravats. Everyone is guaranteed. Specify your predominant color preference and we guaranteee our selection to please you. $1.00 each or six for

$5

Shipped prepaid anywhere in the United States. If you don't find these cravats equal to those you have been paying $1.50 each for we will gladly refund your money.

THE LITTLE GIFT SHOP
1115 Venice Blvd.
LOS ANGELES, CALIF.

Los Angeles

LAYMON COPS DANDIES . . . CULVER LOSES A PART . . . REILLY WINS . . . NEW GERBER SPORTLAND SCORES . . . REASE BRINGS BYE . . . MANGAN VISITS . . . MOHR CASE ESTABLISHED PRECEDENT

By THE LAMPLIGHTER

LOS ANGELES (RC) — Back at his place of business, full of vim, vigor and vitality, is popular Paul Laymon after a brief sojourn in the East. Paul attended the Bally Show in Chicago, slipped down to Indianapolis, and made it back to home base in record time. "Lots of new things coming out of the East," states Paul, and he claims he put the moniker on the line for a bunch of new moneymakers.

One of the busiest operators in the Southland is Art Dawes in San Diego. The "Lamp Lighter" endeavored to pull a "Colonel De Silver" gag on Art recently in his home port and found Art away to Los Angeles making the rounds of the "better" (?) places.

The Lamplighter

A "Lamp Lighter," according to history, was one who made the rounds after dusk lighting lamps here and there, picking up gossip, passing on facts, etc. Naturally in the dark no one saw his face but merely his silhouette. So shall be THE REVIEW's "Lamp Lighter." Merely a shadow but chuck full of gossip about those you know.

George Culver, Calexico operator down Mexico way, submitted to the attentions of a couple of surgeons armed with knives recently and came through minus his appendix.

Fred Reilly takes the cake for being lucky. Fred's been in all kinds of different business ventures, made money in each, and sold out at a profit. Of late he's been a ring-sider at all of the Olympic wrestling matches and on July 3rd he took the management for $10.00 on their bank night feature. Fred left immediately after winning the award even though half a dozen bouts were to follow. Did Fred know some places? Don't esk?

Harry Kaplan of the Southwestern Vending Machine Company is one of the localites enjoying a month's vacation. When we asked the staff just where they said, pointedly, "Out of town." Isn't Harry lucky?

The Pioneer Radio and Electric Company has been a subscriber to our "bible" for years on end. Just recently they moved to new and improved quarters on Beverly Boulevard. They specialize in work for music ops. but there isn't much electrically they can't handle.

Paul Gerber is still running into back rooms and pinching himself to see if he's alive and has experienced the things he has. About the middle of June Paul opened his new, and simply marvelous, Sportland at Ocean Park, the pleasure spot of Los Angeles. On July 4th they swamped Paul. In droves they invaded his establishment, deposited their coins, had a world of fun, left and came back the next day. His business is pyramiding and rightly so for he has a snappy layout. It will be a few weeks before the spot is completely finished and stocked but it's earning capacity is tops right now. When you are in the city by all means see Paul Gerber's Sportland at Ocean Park. It's a must on any coin-man's list.

Spence Rease, assistant general sales manager for the Rudolph Wurlitzer Company, spent some little time here in June. Spence introduced Wilbur (Call me Bill) Bye to the western operators as Bye took over the district managership for California, Oregon and Arizona. Bye's a real guy, full of pep, loaded with enthusiasm, and anxious to do a good job for both the operator and his bosses in this territory. We took a whiskey and soda with him recently and like his brands. You'll like his brands too!

James Mangan, advertising manager and promotional giant for the Mills Novelty Company and a national authority on advertising, dropped in on us the middle of June to see just what the wall boxes and wired music means out here. Mangan is a veritable dynamo and we felt elated that he spent some time with us on his 10,000 mile air jaunt.

Billie Simmons left his Hollywood offices the first part of July and flew East for a business confab. Our guess is that something very important will result from Billie's Eastern visit.

The wheels of justice turn slowly but grind exceedingly fine. Such was the case of Mac Mohr. When officers picked up a bunch of unopened counter games in his establishment and hauled him off to jail as violating half a thousand ordinances it incensed Mac to no end.

It so happens the Mohrs have a very, very fine attorney right in the family. He came to bat, brought the matter before the courts, gave a true picture of the business, got a complete dismissal as far as Mac was concerned and the merchandise confiscated was returned. This is the first time, to our knowledge, that such a favorable decision has been delivered in favor of the industry.

Irving Webb, vice-president in charge of phonograph sales for the Rock-Ola Manufacturing Corporation, dropped in on us the first part of July to confab with western distributors. It's been some little time since Irving has visited these parts and it's rumored Jean Minthorne set up a special hospitality bar in his establishment to honor the visit. ◆

Western Vendors Re-elect Officers

LOS ANGELES—At the regular monthly meeting of the Western Vending Machine Operators' Association held at the Gates Hotel on June 25th, all of the 1939-40 officers were re-elected. J. H. Scott retains the Presidency, J. C. Smuck is Secretary and C. Huizing is Treasurer.

The unanimous re-election of the old officers was taken as a positive vote of approval of the progress of the group in the past year.

Meeting was given over to discussion of current problems confronting the vending machine operator.

July meeting will be held the last Tuesday in the month at the same location. ◆

Liberal Chrome On Groetchen Bell

CHICAGO—Flash, and lots of it, is the theme of the new Chrome Bell Columbia which Groetchen customers speak about so enthusiastically. Think of it! Three and one-half square feet of solid chrome surface, sparkling, glittering, reflecting in its mirror the color scheme of any location, adding its luster to the bright red and blue strips which slant across the front diagonally.

The giant double Jackpot stands out like a mighty buttress, clad in shining armor of chromium which holds the magnificent coin display in the security of a bank vault.

Chrome Bell Columbia retains, of course, those characteristic Columbia features, such as interchangeability from Nickel to Dime or Quarter Play, Check or Cash Play. Slug Protection. It has moved rapidly to the front as a most desirable buy for any operator wanting First Class Bells at reasonable prices. ◆

• •

Mrs. Mandy Johnson: Ah wants to see Mr. Remson.

Secretary: Mr. Remson is engaged.

Mrs. Mandy Johnson: Go 'long gal. Ah don't want to marry him. Just tell him his washlady is here for her money. ◆

A few cents more buys

"SILVER KING"

The swing is to Silver King. More and more experienced operators are buying this quality vendor exclusively. They know Silver King's Trouble Free Operation will prove Silver King lowest priced.

SILVER KING or PRIZE KING

$5.50 ea.

in lots of 10

KING JR. Ash Tray Model

$4.50

REGULAR KING JR.

$3.95

TWO NEW VENDORS

Illustrated are the new Ash Tray Model King Jr. & the new Prize King. (1100 size).

NOTICE

Use Silver King Globes on your Selmore vendors. Complete change over kit & Globe, $1.25. Globe only 75c.

AUTOMATIC GAMES

2422 Fullerton Ave. Chicago, Ill.

PACIFIC Northwest

COINMEN PROVE ANGLING ABILITY . . . S. F. BRINGS FOND MEMORIES . . . TACOMA OPS GROW BEARDS FOR JUBILEE . . . ODDS AND ENDS ON THE "ROW"

By Louis Karnofsky

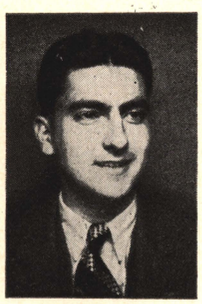
Correspondent's Note: **Barbara Nafsted, Our Girl Thursday (she's got a one-day jump on the field) is our guest columnist for this month. A thumbnail sketch of her would go something like this: Born and raised in Alaska. Went to high school there. Almost two years ago she landed a job with Jack Moore's San Francisco office, being transferred to the Seattle branch in February of this year. A writer of short stories and articles, Barbara has nursed an ambition to author this column. The editors of the Review have given their approval, so we flash the green light and say, "Go ahead, gal, and the best of luck to you."**

●

Dear L. K.—

Never thot I'd be "guest-columning" . . . maybe some day I'll be mentioned as one of the few successful women operators I'd thot. Some fun! Getting the spots would be real adventure,—like secret pirating with maybe a silver fox scarf, hi-heeled pumps, and a good whiff of Sinful Soul replacing the ancient props of striped sweater, gold ear-loops, eye-patch and shiny swashbuckling sword. I'd probably get an eye-patch soon enuf. Huh? But I figure the Coin Machine Industry is definitely a business with a tremendous future. Wired music, beverage vendors, union labels, motion picture "quickies" are new terms, necessary terms to modern living.

Burned-out fuses, collections, 6-8V lamps, hi scores or even jack pots just don't phase an op during this terrific splurge of summer weather we've been having. Instead . . .



Louis Karnofsky

Ken Rader, with his mind on horse racing, won First Prize (a century note) in Bally's nationwide "lucky mascot" contest with a super picture of his pet purp, Terry O'Toole . . . Cy Morgan and his nice friend, Mr. Chisholm from San Francisco, caught four fish in a splendiforous Canadian fishing spree . . . Ken Shyvers flew home from California with a colossal mess of Barracuda . . . Louis Di Denti grand-opened a new nite spot in Tacoma the other eve . . . And Thelma smacked a gentleman from Honolulu. (With her car, of course!) . . . Woodie Hall was over from Moscow, Idaho, and said he won a lucky mascot prize too! . . . and poor Bodie wrecked his new car . . . Bassett of Pullman has been swinging some mighty mean golf clubs . . . "skipper" Dick Harthorn steers his new boat, "Sandpiper," around the sound and you'd think it was the Normandie the way he carries on! . . .

Francis Brown and his brother, Walt, have been boosting the Tacoma Jamboree (seems Tacoma builds bridges too) and you should see Francis' artistically shaped whiskers. That kid possesses tonsorial genius! . . . say, fella, if you bump into Milton RKO Roumm, tell him I want that book back he borrowed two months ago or at least an inkling of "did he get her, or didn't he?" . . . some hot aft. try a sundae at the Dugout if you're down this way . . . be SURE to risk two bucks on Al Brashem's "JOBIOSO" next time you're at Longacres. Mr. B. says it's a sure-winner! . . . yep, the whole business has been reveling in good ol' summertime. Have you?

And lately I've been feeling sentimentally reminiscent re San Francisco. Wondering if the Sarkisian's Sportland is on Treasure Isle again this year . . . about Joe Tessler's darling little puppy . . . "Dutch" and baseball . . . dear Mr. Medin . . . spaghetti at Monaco's, and my former boss, Johnny Ruggiero, and his black coffee at Angelo's . . . how I used to fight with Ben & Freddie . . . nice Leo Gerkin of Golden Gate Novelty with his flock of feverish cameras. Gosh! Those memories of tropical spots at the Fair. Marimba music. Brave Brazilian coffee. Sardine-packed crowds swaying with rumba-ing senses. Bellowing in on a Rancho Grande chorus. Goll—ee!!

Saw a clipping of Sol Esfeld's newly acquired mansion. And it is! When did they start building houses so large . . . Do families really come that size to fill 'em?

Wish all America could see our prettily situated "row." Just bordering Elliott Bay like Michigan Blvd. and its lake. Wonder if you ever notice the clouds in Seattle. The way they make the world look so small and "just Seattle" . . . and in no time you look up and they have unveiled "as far as you can see" . . . and "forever and ever" . . . Makes you think. Maybe of old Chief Seattle—and how he could paddle—his own canoe. Can-oo?

Did I ever swoon at the sight of those hundreds of handsome soldiers enroute to Anchorage as they trouped up Elliott Avenue for hours one early morning last week! Trucks and guns and cannons and wooden supply boxes—and soldiers, and soldiers. What a rip-snorting 4th of July Anchorage had this year! Oh, to be in Alaska. Up by the Old Dam in Cordova. There's the swellest spot for a just-by-yourself picnic! You hike up and up and up and suddenly spy an almost hallowed bit of earthly beauty . . . a quaint log bridge stretched over the tinkliest, refreshingest, loveliest little brook you ever saw or dreamed of. And tall shady trees and soft soft moss to lay in after you've lunched on the bridge with your bare feet swishing the cool brook water. Yum, yum!

Hope you didn't miss the American Red Cross program from Hollywood last week. Wasn't it ideal as far as talent goes . . . and patriotism . . . and excitement! Loved Shirley Temple's childish plea. And Howard Hughes' generous telegraphic donation and the sincerity of the many voices. Felt so filled with patriotic fervor at the finish that I wanted to run right out and sign up my life for my country. Whatever one does. However one does it. I was simply oooozing Faith and Help and Loyalty. Boy! Oh boy! OH BOY!!

British Columbians are making gay rapidly until July 1st by swarming over the boundary for one last peek of natural northwest fun and casualness before the "passport law" becomes effective.

When you go to work in the early ayem what's the very first thing you see? Well, with me its Jack from Western Distributors. If he'd miss a morning, I'd be mentally distressed all day as his tantalizing tales of pre-Sept. '39 Europe seem to brighten my mind and the duller doings of My Day . . . don't let me down, Jack, old boy!

No, dear. You're no Walter Winchell. I'm no columnist. Hear it makes good living tho. Well, anyhooo (and hooey) Thanx, Mr. REVIEW'er—its been fun!

Barbara E. Nafsted ◆

Viking Incorporates S. F. Business

SAN FRANCISCO—The first issue of COIN MACHINE REVIEW carried an advertisement of Viking Specialty Company of San Francisco. That firm was a consistent advertiser in these pages during each succeeding issue until last fall. At that time, Einar Wilslev, the owner and founder of Viking wrote the publisher that he was going to dispose of his business or slowly reduce his enormous stocks until he could turn the remainder over to some competitor at cost price or less.

But, as Einar writes, "circumstances alter cases." And circumstances have altered cases as far as Viking is concerned. Einar has not only changed his mind, but has given new impetus to the growth of Viking and you will see the first of a new series of Viking ads in this issue.

There was only one reason for Wilslev wanting to retire. He has been quite successful, but has been "tied down" too closely to the affairs of Viking to follow his natural bent of travel. He likes to "go places and see things." He couldn't do that and give his attention to Viking also. So he incorporated the business, took in some new associates who will "stay on the job" and let him have a chance to get out in the wide open places and "air out" that sporty cabriolet he likes to drive.

He will meet some of the boys on the operating end with whom he has had many years of business association. He will visit some of the manufacturers with whom he has been doing business all these years. He will hunt for new ideas that will be helpful to his many customers scattered all over the nation. And the store will be handled by the Secretary-Treasurer of the new corporate set-up, Vance Wallace. He has had a wide experience in the selling and merchandising field. He has already made many friends with the local trade in San Francisco and expects to make more friends with operators everywhere who patronize Viking. Frank Dutton will look out for the sales work in the Bay District area. He is Vice President of the new Viking. Einar will be the President, naturally, but he is delegating the hard work to others.

Carl Sterzl will head the "service department." It is an added feature of the new Viking program. Carl not only knows all types of coin operated equipment but he can "fix anything" that requires a coin to make it go. He has been a mechanic for several of the large jobbers and operators and knows his stuff.

Two ladies will have charge of the office routine and the correspondence. It makes a staff that is "hard to beat".

The mailing list is being revived and rechecked. "Viking News" will be published again. The new company reports business is good and that everything possible will be done to make it better.

The slogan of Viking "If it will make money for the operator, Viking will have it," ought to mean something in the coin machine industry of the Pacific Coast. ◆

San Francisco

COINMEN OPTIMISTIC ON FUTURE . . . RUGGIERO RETURNS FROM EASTERN JAUNT . . . LICENSE TALK CLOUDS CONFABS . . . WOLF COVERS COAST

By RONALD PATRICK

SAN FRANCISCO—The trade all along the line showed more spunk than could be expected for these admittedly offish times. But there haven't been any kicks—nary a one!

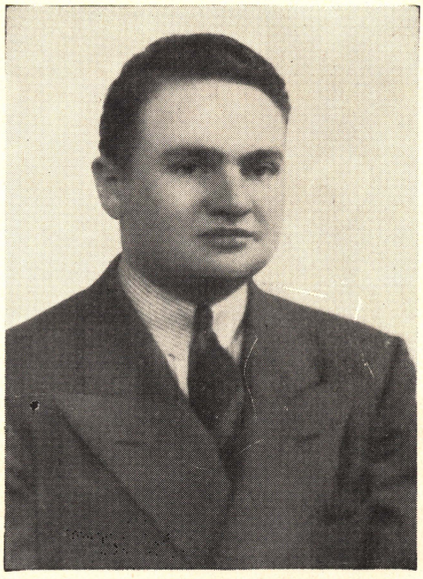
Take Lou Wolcher, for instance. He's one of the really big leaguers. I said, "Lou, don't hold back. What do you *honestly* think about the business?" Lou didn't waste time. He said, "What is there to say? Business is good. In fact business by and large, is better than it's been in any like period of any previous year. Some of the boys say I'm an optimist. And that's no lie, I am. But—I'm the guy that looks into my books. There's plenty of evidence there for having confidence in the times." P. S., I looked and *there was*. Very nice going Lou—that's the stuff it takes to keep Advance Automatic Sales out in front.

It was pleasant to greet John Ruggiero, just back from the East. He's at Jack Moore's, you know, and one of the best in the game. He's popping with ideas—all good. Tip: There's be some new nifty tables showing shortly.

Lots of gas is being breezed at present re smello legislation. Upping it to five-bucks a unit, plus a bag of license bugs. It's putting some less of the staunch lads in St. Vitus quiver. But the 'old timers' ain't wasting away at the waist-line over it. They simply say, "Same old stuff, same old stuff. Don't mean a thing." I kind of string along with 'em on that. Some of them have been hearing the calamity squallers for over twenty years—and they haven't moved out of their old stands, except to larger quarters.

Dropped in at the Wolf Sales Company. There's a friendly team for you. 'Pop' Wolf always has a paw ready to shake a convincing welcome into any busman off (or on) his beat. There's plenty of light on the big array in this mart. You can practically take your lunch and picnic here, it's so big and and there's so much to see. Fun, what!

But what I specially want to get at is the tendency of the top dealers to meet you at least half way. The swell crew these fellows are putting into the field. Take Wolf's sons, Al and Chick as an example. They'll bounce up to see you whether you're in San Jose, Calif. or Salaam, Wash, Chick, in particular, is doing the strip act, covering the coast as a regular beat now. And if there's any sweller regular guy, you'll hafta show me.



"Chick" Roberts

Ran into sort of a toughie, should any of you be interested. The charm and premium biz, I mean. Seems that Japan is entering the list of countries disappearing from the supply field for the time being. After talking with Matsumoto at the Japan Importing Co. I found that bullets are the business of first order today. All men and materials possible are being concentrated toward the purposes of war production. Precious little is getting attention in the way of other matters. However, this offers but slight problem as there still seems to be ample other supply sources—and enough competish to hold prices right.

Dick Parina has been extending his ultra stock of cigarette vendors. Some concede he's top man in this field in northern Calif. There's lots here if there's anything you want to check. And Dick's quite a right guy to do business with. (How do you like the plug, Dick.)

Just did a quickie into the Mills, Mape and Viking setup. This anniversary business is big stuff. Get so busy planning for the edition that you get only half way around the beat in the time you should ought to. However, don't let the brevity of these words put you off the trail of their import. These organizations are dynamos of activity. They're ironing out the kinks and perfecting the telo and viso music deal from every angle. And they're making headway—as any of a score of today's streamlined models so well testify.

Facts and Figures on 'Frisco

Quite some number of biggies were in town during the past few weeks. Doing the rounds were none other than such major domos as Jack Keeney, Midge Ryan, and Gerber of Gerber and Glass for three.

Case you haven't heard (and chances are you haven't 'cause it's powerfully recent), Midge Ryan has done an' married hisself a San Francisco girl. Very good, Midge—yes siree!

This is BIG. Here's inside dope on what this writer believes will score as among the hottest news of the early fall schedule. Auto-Golf has a real zinger this time. It's called "Water Polo Acquacade SQUOITS." An efficient, highly visible game that's as clean a sport as has been lugged into playland in many a year. I'll stake my reputation on it. You may remember Auto-Golf as the outfit that backed the "almost," that oversized golf game which faded as a dud a couple of years back. The boys missed them—and admit it. But this new game is hot! And I'm happy to be pitching first. Don't say we didn't tell you . . . when you watch it sizzle them. Oh, yes, don't be surprised if you see Billy Rose's name harnessed onto it. He's seen it and has taken the same shine we have. ◆

"Speed" Hardy Gives Service

CHICAGO—One of the most important services that any man can perform is the selling of amusement or pleasure to his fellow man. When the day is over, and the cares that accompanied it are heavy, if one can find a medium of relaxation, to help lighten that load, we feel that whoever makes this possible is doing a service to mankind.

S. E. "Speed" Hardy has made a splendid reputation for himself operating coin-operated phonographs in the East Peoria-Pekin area. He handles nothing but the latest equipment, and as fast as improvements are made on these, Hardy is the first to introduce them into his territory, regardless of the expense.

The operation of coin-operated phonographs is a business that requires a large investment and a great knowledge of what the public desires in the line of popular music. The latest recordings of the nation's most famous dance bands are kept in all of Hardy's phonographs. They are never permitted to go stale.

If you know of anyone whom you think might benefit by knowing Hardy, an appointment can be made with him by calling 4-9481. They will find that he is a splendid chap to do business with at all times, running over with new ideas for making money in the amusement field. First with the latest is Speed's motto, and they will have to get up early in the morning to beat him with new equipment. ◆

Milner East on 16MM Movies

HOLLYWOOD—Dan Milner, production chief for Television Film Corporation of America, has just left for New York, to establish offices and arrange for Eastern distribution of Television Film coin machine movies.

Under the direction of Milner, Television Films have produced several series of three-minute musical shorts.

The casting department is having daily auditions to find dancing talent for a new series of lavish musical revues which will go into production this month. Myra Sawyer, one of the outstanding dance personalities of the Golden Gate International Exposition, will be featured in the musical revues. ◆

Five "EVANS TEN STRIKES" (Late 1939) Just Like New $105.00

THREE (1939) WESTERN BASEBALL (with register).....$50.00 EA.
TWO GROETCHEN METAL TYPERS (floor samples).....$119.50 EA.
THREE "EXHIBIT" FOOT VITALIZERS (floor samples).....$59.50 EA.

Rebuilt and in First Class Condition, Automatic Pay-Outs

10	Preakness @ ea.	$19.50	
2	Preakness (ticket) @	22.50	
1	Pot Shots (Free Play)	50.00	
6	Handicappers @	29 50	
2	Pot Shots (like new)	50.00	
5	Aksarben (single coin)	15.00	
5	Western Paddles Multiples	25.00	
3	Gottlieb Multiple Races, ea.	25.00	
5	Bally Stables @	25.00	
3	Tanforans @	29.50	
1	Rays Track (Bally)	65.00	
2	Withey "Seven Grand" (new) ea.	$25 00	
5	Turf Champs (TKT)	15.00	
5	Velvets @	25.00	
3	Fairgrounds @	27.50	
2	Mills 1-2-3 @	32.50	
1	Derby Day	15.00	
1	Pikes Peak	15.00	
1	Dueville	15.00	
3	Jennings Lib. Bells	29.50	
1	Bally Klondyke Multiple	35.00	

Send 1/3 Deposit For Prompt Shipment
Reference, Walker Bank and Trust Co., Salt Lake City

The R. F. VOGT DISTRIBUTORS
CULLEN HOTEL BLDG. SALT LAKE CITY, UTAH

We're Serving—

AND THEY'RE PLENTY GOOD!

Midsummer Specials

Now is the time to revive those summer vacation spots. Spruce them up with new money-makers that won't waste any time bringing the dough in. These machines are made-to-order for quick summer profits:

Genco
FORMATION . $94.50

Stoner
ROTATION . . $99.50

Chi Coin
POLO $99.50

Exhibit
PYLON $99.50

Bally
LIME LIGHT $104.50

• USED BARGAINS •

Beauty	$69.50	Ducky	$42.50	Mr. Chips	$47.50
Bangs	25.00	Flagship	49.50	Multi Races	20.00
Big Town	67.50	Home Run	72.50	Rebound	30.00
Chevron	22.50	Click	12.50	Spottem	22.50
Chubby	12.50	White Sails	47.50	Triumph	75.00
Commodore	52.50	Lancer	57.50		

VISIT OUR NEW ENLARGED QUARTERS

Drop in today and see our new and enlarged modern showrooms. Visit our new Marble Game Department where every variety of new and used equipment is on display. Our separate Phonograph Department carries a complete line of Wurlitzer phonographs and all models of used phonographs. Our Stock room has the largest and most complete line of parts in Southern California. Make Long Beach Coin your one stop for everything you need in coin machine operating.

LONG BEACH COIN MACHINE COMPANY

1628 E. ANAHEIM Phone 722-64 LONG BEACH, CALIF.

L. B. Coin Enlarges And Modernizes

LONG BEACH—"Swanky" is the only word that justly describes the new and enlarged quarters of the Long Beach Coin Machine Company at 1628 East Anaheim.

Under the supervision of Joe Richarme new partitions have been installed and separate departments created for the various types of machines offered by the organization.

Then too Long Beach Coin has taken over the adjoining store building thereby increasing their floor space by more than 50%.

Marble games are segregated in one large room shut off from the street. In the front part is a complete display of Wurlitzer phonographs, while a complete parts department, boasting the largest stock of parts in Southern California, occupies another part of the layout.

All in all the quarters are amongst the finest on the West Coast and speak well for the condition of the coin machine business in the Crescent City. ◆

10,000 Expected At Picnic

CHICAGO—"Just Super Colossal," states Jim Gilmore, of Coin Machine Industries, Inc., in commenting on the forthcoming Industry Picnic at Riverview Park in Chicago July 20th.

"If the weather man plays ball with us," Gilmore continued, "we are sure to have more than 10,000 in attendance. A complete program of events has been arranged to take in every person spending the day with us. Prizes will be awarded and there will be plenty of fun and excitement every minute of the day."

As THE REVIEW went to press negotiations were on for a speaker of national prominence to attend and address the gathering. In addition, Homer E. Capehart, who has just announced his re-entry into the coin machine industry, assured the Committee he would be on hand and address the gathering. ◆

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"Look at her, will you? Going around in that skimpy little bathing suit, looking for her husband."

"What's his name?"

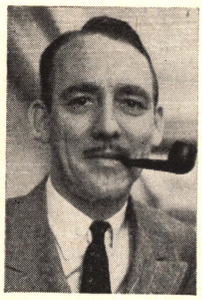
"Oh, she doesn't know yet." ◆

Kansas City

BOOM REACHES PEAK . . . HOELZEL HEADS NEW OPERATORS' ASSOCIATION . . . VALUE OF COOPERATION EVIDENCED

By B. K. ANDERSON

KANSAS CITY, MO. (RC)—The Midwest coin machine boom has reached its peak. It is no longer a matter of faith or optimism—it is fact. Locations are actually begging for machines. Operators are working days that end long after the sun has set. Most local distributors are keeping their storerooms and stockrooms open much later than has been the case in recent years. Without exception all branches of the industry are busier now than they have been at any time in the last decade.



B. K. Anderson

As was predicted in this column earlier in the year certain new tendencies and developments in both methods and desire to stabilize the industry locally began developments which have resulted in this the brightest picture which Heart of America coin machine men have been able to witness in recent years.

The most important of these happenings has been the recent formation of the Coin Machine Operators' Association of Kansas City, and the establishment of permanent offices and functions for this unit. Too much credit cannot be given to Carl Hoelzel, the Association's new president, for the tireless effort, expense, and personal sacrifice he has made in helping bring this unit into being.

However, all of Carl's work would have gone for naught had not other local operators realized that for operators to work separately they must first be in harmony with each other. This new harmony within the ranks can best be explained by the statement recently made by a Kansas City, Kansas, operator, who said:

"Now, for the first time since I have been in the business, I have a pretty good idea on how much commission I am going to have to pay the location on any and all of my machines. I can buy new machines and know that they will pay for themselves in a short enough time that I will not only be able to make a profit, but when the time comes will have money enough to replace them. I can buy better equipment now, because I feel certain that nothing is going to prevent me from making a fair profit on the deal. I feel so confident now that I am planning my business several years in advance, which is something I've wanted to be able to do ever since I came into the business."

Carl Hoelzel

And this confidence isn't all talk according to W. A. Bye, Wurlitzer district manager for this area, who backs up his assertion with cold facts. Two hundred new Wurlitzers, according to Bye, were ordered shipped into Kansas City for delivery to operator L. L. Hines late in June. The sale was made through Mason and Crummitt's Central Distributing Company.

As further evidence that complete operator confidence in the future of their industry locally is now fact, Bye points out that scores of new operators have in recent months been converted to remote control automatic music operation. He estimates that this type of location, according to present indications, will more than double in the next twelve months. In his opinion this development alone will guarantee stabilization of the local coin machine picture.

Any industry, according to Bye, must look to expansion of its customers to accomplish its natural growth. Side by side with remote control automatic music he places the new counter models. "Not only have these counter models gained operators access to a wealth of new locations but they have also converted many operators who never handled music before to music operation," he believes.

And this music boom is not confined to Kansas City, Bye says, for he came to Kansas City following a trip to Little Rock, in which town he sold 250 machines in two days' time. These phonographs were about equally divided between operators' replacement needs and the new growing demand in that area for new and better music.

Practically all distributors and manufacturers' representatives through the Midwest area are enthusiastic about the fact that daily more and more operators are adjusting and setting up their books to take into consideration machine depreciation.

According to Finley Mason, most operators realize that new equipment with strong eye-appeal and good mechanical condition makes a much higher percentage of profit than something the operator is just "trying to get by with". More and more operators are learning that when a certain percentage of the "take" each day is set aside to keep the machines new, replacements will automatically take care of themselves.

So enthusiastic are the members of the new Kansas City Operators' Association that each Wednesday evening finds several score of them at their regular weekly meeting at 219 Hotel President. The "Welcome" sign to all local operators is still on the door and the Association announces that it will not close its membership book for some time to come.

Officers of the Association newly elected are: Board of Directors — Carl Hoelzel, A. E. Sandhaus, Dan Ellis, Tim Crummitt, Dave Cooper, and Eddie Nettles. Carl Hoelzel is President. On salary are Earl Witschner of the Friedman Sales Company, and Harry Schwimmer, attorney. Witschner is secretary of the Association and Schwimmer is business manager.

According to President Hoelzel the Association has accomplished a unity within the ranks of coin machine operation in this locality that was heretofore thought impossible. It has not only reached agreements with authorities in both Kansas Cities and surrounding territories which allows for the operation of free play tables but has established set commissions to locations which, of course, is the greatest stabilizing force that could have been obtained.

Bud Lieberman, district manager, Rock-Ola, commenting on the same business picture, said, "I have never seen anything like it. Business around Kansas City has been getting better all year. It's a real boom! Certainly, due credit must be given the manufacturers for adding both eye and ear appeal to the automatic music machines. But, no matter how good these machines are the most important part of their success is up to the operator, and the major portion of the credit for the boom locally must necessarily go to these operators."

With business booming operators are giving little thought to vacations. E. F. Darkow, Cedarburg, Wisconsin, operator, again chose Kansas City as a major stop on his summer tour. While in town he visited Brother "Dutch" Darkow, formerly an operator for the United Amusement Company and now operating out of the Central Distributing Company.

Dutch specializes on marble tables and reports that most operators of this type of equipment claim profits in excess of what they made several years on "pay-outs".

Operators from all over the country will be happy to hear that "Doc" Hamilton, formerly head of Hamilton Enterprises, has recovered his health sufficiently to accept a campaign-managership for a Missouri senatorial aspirant.

It is encouraging to note that operators now are closely co-operating with each other and the location within their districts. The worth of this attitude was amply demonstrated recently by a report that was made unbeknownst to operators by authorities in a certain Kansas district. It seems that the operation of certain types of marble tables was allowed as a test in a district that was formerly closed to them. The report as published stated that in not one place did the county's investigators find operators taking advantage of the new privileges granted. It goes without saying that these operators will be paid many times over for exercising restraint in this instance. ◆

• •

"Well, I have something put away for a rainy day."

"Ha, ha, an umbrella?"

"No, your rubber check." ◆

• •

Alice: "My engagement was broken up by one little glass."

Mabel: "How awful! Was it Scotch or rye?"

Alice: "Neither; it was a phoney diamond." ◆

St. Louis

WALL BOXES GAIN IN POPULARITY . . OIL BOOM BOOSTS BUSINESS . . . STEFFENS VISITS OPS . . . PINBALL OPS PLAN BIG PICNIC . . . WURLITZER SOFTBALLERS IN FIRST PLACE

By ROBERT LATIMER

ST. LOUIS—Business in every branch of the coin machine industry is showing decided improvement over 1939, according to reports circulated at the end of June, midsummer officially for most operators in the St. Louis trade. A cooler summer, plus an unusually heavy amount of tourist traffic, has been responsible.

One of the leading points of interest in the music field so far this summer is the success both operators and dealers have been enjoying with wallboxes, so many of the latter sold that it is difficult to get delivery in many instances. One of the leading permanent wallbox installations at present is in the famous Wiley Post Restaurant at Lambert Field airport, which has been redesigned to permit installation of boxes permanently in recessed niches at every booth. Parkmoor restaurants, four drive-in arrangements in each section of the city, have saved valuable space as well as stepping up sales of music by substituting wall-

boxes for the former phonograph, and relocating the box itself in the kitchen—out of the way in the limited interior dining space.

The June meeting of the Associated Phonograph Owners' of St. Louis was held in a new store recently by Martin Balensiefer, Wurlitzer distributor in St. Louis. On tap at the June 21 meeting were plans for the much-discussed summer picnic and dance for next month, an important announcement concerning IBEW relationships, and a summary of music improvements during summer of 1940. Ed Fisher was named business representative of the Associated Owners recently, and will be responsible for checking calls and making all group arrangements hereafter. Refreshments were served by host Balensiefer at the meeting, which broke up near the midnight mark.

Robert Latimer

Several music men are questing for game in the southern parts of the state. Fred Pollard was first to return, after two weeks duck hunting in Kentucky, and Martin Balensiefer spent part of June on a combined hunting and fishing trip in southern Missouri. Most vacations will come late in the music field this year, because of the fact that business allows little time off at present.

Bill Marks, St. Louis' baby veteran in the phonograph business, has added a new group of Wurlitzers, now totaling 65 of the city's best locations. Back on his routes in 100% shape is Vincent Sieve, who is firmly convinced that the Association is his good Samaritan since his accident early this year which rendered him hors de combat for over two months.

One of the landmarks of the St. Louis phonograph trade, Automatic Phonograph Company, was changed suddenly when Jack Beckman old-time operator and dealer, resigned his partnership suddenly in late June. He will continue to operate as Jack Beckman, Inc. No reason for the break was given.

Frank Steffens, IAAEPO president, was an honored visitor in the trade this month, calling on 37 operators, and attending the June phonograph men's meeting. The St. Louis Assocation, says Steffens, presents a uniquely-efficient front in conduct of business smoothly, and has grown in less than two years to one of the best in the country. Cited were such instances as reduction of the insurance rates per machine, help extended to straitened operators, and steady absorption of new developments. Wilbur Bye, Wurlitzer representative, headquartering in Tulsa, Oklahoma, was another visitor, sporting one of the slack suits which has made him famous over the midwest as a fugitive from Hollywood films.

Hardy Schneider of East St. Louis, reelected president of the Illinois phonograph operators' association, reports business equally good on the east side of the river, a territory much opened up by expansion of the southern Illinois oil boom, which brought new thousands of workers into the area all during the spring months.

In the pinball field, lots of action characterized almost every front, as hot weather proved a boon, rather than a drawback, to every operator. Most important activity of the month was the June meeting of the Missouri Amusement Machine Operators' Association, held at Hotel Melbourne during the middle of the month to decide final plans for the summer outing and picnic of the group. This is to be held in July on the palatial summer estate of Dewey Godfrey, legal counsel for the Missouri group, where plenty of room for dancing, games, barbecue and outdoor bar-flying is available. At last year's summer picnic over 300 ops from both St. Louis and the surrounding Illinois territory were on hand, and this summer's contingent is likely to be even larger.

Operators of every kind of device are welcoming back to Ideal Novelty Company Leo Wichlan, amiable office manager, who has returned from a month's tussle with malaria in a St. Louis hospital. Leo's ability to make any visitor immediately feel at home in Ideal's bustling offices was sorely missed, and the boys are pleased his illness lasted only a month. Irl Humphries, Ideal chief mechanic, has been ill with ptomaine poisoning which took him to a local hospital early in June.

Ideal is free-wheeling into bigger business fields during the summer, with new territories soaking up more of Carl Trippe's boundless enthusiasm. Five roller rings, all with penny arcades and summer beaches, are booming this summer, located at all amusement parks and summer beaches in the city and suburbs. Arcades are enjoying a rebirth of popularity, according to Trippe, who has several rotary merchandisers on location at each spot, with good results. Most of the firm's older penny machines have been dusted off and placed in service for 1940.

Proudest father in St. Louis is Bill Rowland, formerly of Advance Phonograph Company, who announced a new baby in June and was immediately cleaned out of cigars by congratulatory operator friends. Presents coming in include almost every type of premium made for the business, Bill grins, pointing out that the youngster will know the premium end of coin machine operation early.

Olive Novelty Company, located on Olive Boulevard for many years, was moved to Lucas Street recently by Al Haneklau, president. "Coin Machine Row" on Olive Street, is continually growing larger, and may sometime supplant the downtown block on Market street where most of the larger houses are now located.

Leo Wichlan, Bob Mees and other members of Ideal's bowling team, which demonstrated itself so well balanced that it was invited to enter the city tournament, is ruefully passing off references to tin cups and pencils, after coming out fifth in the citywide meet. The boys couldn't find the pins, Leo believes—and Ideal is resting on its "laurels" until next winter. On the other hand, the Wurlitzer softball team in the Eastern league is in first place, and may be St. Louis' representative in the state playoffs.

Leading the pinball field at the halfway summer mark is Bally Pylon and "Leadoff", both action models which are showing signs of longer life than some of the recent tables. A new step-down process invented by Mark Howard, county operator, has been the means of giving every table four months of top-billing popularity, after which they are started over again. Many operators are studying this plan, which means that each new pintable works one month in heavy-play locations, moves to second-best, and thereon until it reaches the dead point.

Jack Rose, Ideal route manager, is planning a trip to Hot Springs Arkansas soon, for relief of sinus trouble. Doubling for him will be Emma Jackson, Ideal's personable blond secretary, who is already becoming a fixture with the company after one month's service on the telephone switchboard.

Jimmy Carmody, phonograph operator, is in the hospital with a serious stroke, which caught him at work. Fellow operators are awaiting his recovery anxiously—for the second time in two years.

An important change in southern Illinois phonograph operation, which has grown sharply as the oil boom brings in thousands of workers and investors, has come to light with the dissolving of a partnership between Harry and William Schooley of Madison, Illinois, who operated music and pin table routes through four major counties in southern Illinois "little Egypt" territory. William Schooley has moved to Fairfield, Illinois, and will open up new headquarters and his own firm there, while brother Harry continues in Madison.

Partial repeal of the city's two-cent tax on cigarettes has been promised members of Abe Jeffers' Missouri Cigarette Merchandizers' Association by legal counsel at the state supreme court, where a 35,000 name petition circulated by wholesale tobacconists, druggist and grocers' associations has forced the city council to present it for ultimate decision. Meanwhile, new machines are being spotted with increased confidence by operators, who found the new tax a sure means of stepping up business by 200%, but a commensurate amount of grief. "We were doing better with a percentage of ten-cent cigarette business mixed in" Abe says. ◆

JULY 1940

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Honolulu Operator Visits Mainland

LOS ANGELES — The story of Wired Music was too much for A. J. Peterson of the T. H. Specialty Company of Honolulu so early in June he boarded the Hawaiian Clipper and flew to Los Angeles to check up on coin machine activities on the mainland.

Peterson went to Honolulu 18 years ago and his present visit marks his first return to the states. For several years he has been operating coin-controlled devices and at the present time has one of the largest operations of phonographs in the Islands.

Describing the trip by clipper Peterson said he was never conscious of flying at any time. From the take off at Pearl Harbor the clipper was constantly above clouds and passengers did not see any water until they came within view of the Golden Gate at San Francisco.

While here Peterson made the rounds of the various Wired Music manufacturers with an eye to picking out equipment for use in the city of Honolulu. In addition to his coin machine operations he owns and operates one of the largest bars in the Hawaiian Islands. ◆

Foreign Business For Pfanstiehl

WAUKEGAN, Ill.—"The good news is traveling far and fast," said Bill Hemminger, sales manager of Pfanstiehl Chemical Company, in speaking of the foreign acceptance being given its new 4,000-play phonograph needle.

"To illustrate the broad market we are reaching with our needle," he continued, "I need only mention the many distributors we have already established in Mexico and Canada and, believe it or not, in England.

"Just recently we made a substantial shipment of needles to one large English distributor. War or no war, it appears that the English public still has time for music, and apparently insists on the finest music at that.

"With the good news of the exceptional merits of the Pfanstiehl needle traveling to the far corners of the earth, we expect to be establishing representatives in many more foreign countries in the very near future." ◆

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New Levy On Cigarettes

NEW YORK (RC)—In a memorandum issued to the cigarette trade, James J. Hoey, Collector of Internal Revenue, 2nd District, New York, stated that The National Defense Tax Bill (Revenue Act of 1940) which was signed by the President on June 25, 1940, increases the rate of tax to $3.25 per thousand on cigarettes weighing up to three pounds per thousand (formerly taxed at $3.00) and $7.80 per thousand on cigarettes weighing more than three pounds per thousand (formerly taxed at $7.20). These rates went into effect, July 1, 1940.

The Act, it was stated, also imposes a Floor Stocks Tax which is levied upon cigarettes which on July 1st, 1940, are held by any person for sale at a rate equal to the increase in the rate of tax of such cigarettes.

In effect, the increase is 25 cents per thousand or one half cent per pack on a package of 20 ordinary cigarettes and 60 cents per thousand on large cigarettes weighing more than three pennies per thousand. The Floor Stocks Tax, it was stated, will be imposed on cigarettes held on July 1st, 1940 whether by manufacturers, distributors or retailers. ◆

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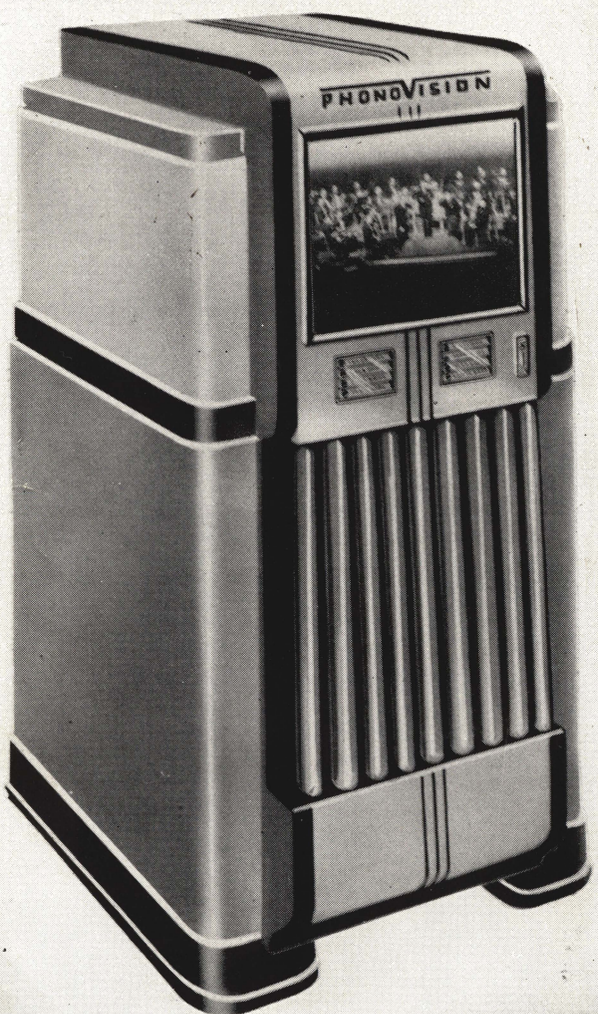

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